

AMERICAN NURSERYMAN

The Nurseryman's Forte: To Make America More Beautiful and Fruitful

JULY 15, 1956



Malus Zumi Calocarpa

SEEDS TREE—SHRUB—PERENNIAL
FLOWER—GRASS—VEGETABLE

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We offer our usual fine grade of 3 to 5-eye divisions, clean, healthy and strictly true to name, from plants not older than three years. As we do not use our fields for commercial cut flowers, you can depend on thoroughly rogued stock and fine young plants. Available after September 15.

The figures after the name of the variety imply the rating given these peonies by the American Peony Society.

	Per 100	PINK VARIETIES (Continued)	PINK VARIETIES (Continued)	
RED VARIETIES				Per 100
Adolphe Rousseau (8.5)	\$50.00	Elwood Pleas (8.7)	\$35.00	Ruth Brand (7.9)
Charles McKellip (7.8)	40.00	Faust (6.6)	25.00	Sarah Bernhardt (9.0)
Felix Crousse (8.4)	35.00	Floral Treasure (7.5)	28.00	Souv. de Louis Bigot (9.1)
Francois Ortegat (6.7)	28.00	Georgiana Shaylor (8.9)	35.00	Souv. de L'Exposition Universelle
Fulgida (5.7)	30.00	James R. Mann (8.7)	35.00	Venus (8.3)
Inspecteur Lavergne (8.67)	50.00	Jeanne Gaudichau (8.3)	45.00	Walter Faxon (9.3)
Karl Rosefield (8.8)	40.00	Katharine Havemeyer (9.0)	55.00	WHITE VARIETIES
Mary Brand (8.7)	50.00	Kelway's Exquisite (8.5)	45.00	Alsace Lorraine (8.8)
Meissonier (6.5)	25.00	Lady Alexandra Duff (9.1)	40.00	Avalanche (Albatre) (8.7)
Midnight (—)	30.00	Lillian Gumm (8.8)	45.00	Baroness Schroeder (9.0)
President Roosevelt (7.7)	35.00	Livingstone (8.1)	35.00	Couronne d'Or (8.2)
Prince of Darkness (7.5)	35.00	Mabel L. Franklin (9.0)	60.00	Duchesse de Nemours (8.1)
Rachel (7.9)	35.00	Marie Crousse (8.9)	40.00	Elizabeth B. Browning (9.2)
Richard Carvel (8.8)	75.00	Martha Bulloch (9.1)	75.00	Festiva Maxima (9.3)
Rubra Superba (7.2)	25.00	Milton Hill (9.0)	55.00	Frances Willard (9.1)
PINK VARIETIES				Gloire de Boskoop
Albert Crousse (8.6)	35.00	Mlle. Jeanne Riviere (8.2)	40.00	Jubilee (8.9)
Alexandre Dumas (7.1)	30.00	Mme. Boulanger (7.8)	30.00	La Perle (8.5)
Anna Sass (9.6)	45.00	Mme. Ducel (7.9)	30.00	La Tulipe (7.5)
Archie Brand (7.5)	35.00	Mons. Jules Elie (9.2)	40.00	Mme. de Verneville (7.9)
Asa Gray (8.1)	35.00	Mr. L. Van Leeuwen (8.62)	35.00	Mme. Jules Dessert (9.4)
Chestine Gowdy (8.4)	35.00	Phoebe Carey (8.8)	60.00	Queen Victoria (7.2)
Claire Dubois (8.7)	35.00	Phyllis Kelway (9.0)	60.00	Sarah K. Thurlow (9.1)
Duchesse d'Orleans (6.1)	25.00	Reine Hortense (Pres. Taft) (8.7)	30.00	Solange (9.27)
Edulis Superba (7.6)	28.00	Rose Shaylor (9.1)	60.00	Tourangelle (9.4)

ORIENTAL POPPIES

These named varieties of Oriental Poppies are grown from crowns. They have been transplanted, insuring a heavy plant with good root system. We recommend August and early September planting, although they can be planted later. We expect to dig in August when dormant and hold in cold storage for late orders.

	RED VARIETIES	Per 100	RED VARIETIES (Continued)	Per 100	PINK VARIETIES (Continued)	Per 100
Colonel Bowles	\$25.00		Wurtembergia	\$30.00	Sass Pink	\$25.00
Curtis Giant Flame	30.00				Spring Morn	35.00
Glowing Embers	25.00				Wunderkind	25.00
Glowing Rose	30.00				WHITE VARIETIES	
Hercules	25.00		Betty Ann	25.00	Field Marshall von der Glotz	30.00
Mandarin	30.00		Cerise Beauty	30.00	YELLOW VARIETIES	
Marcus Perry	30.00		Curtis Salmon Pink	30.00	Flashy Glow	25.00
Nancy	25.00		G. I. Joe	30.00	Gold of Ophir	20.00
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For further descriptions refer to our June 6 Summer Wholesale Trade List.



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AMERICAN NURSERYMAN

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The Nurseryman's Forte: To Make America More Beautiful and Fruitful

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Forms for the August 1 Convention Report issue will close Friday, July 13.

Forms for the August 15 issue will close Friday, July 27.

Mail copy to arrive at Chicago by these dates — no later!

✓
✓
✓
**THIS AIN'T NO
TALL TALE!**

It's California's gift to
the GREAT State of Texas
(and the world)

the **TEXAN**

(Floribunda???)

RED as a prairie fire

TALL as a ten-gallon hat

SOFTLY-SCENTED as a southern belle

The Rose That Named Itself

A new rose was born at Howards of Hemet. "This is a floribunda???" people gasped. "It's a whopper! big as a hybrid tea . . . big as a climber . . . **BIG AS A PALM TREE.**"

One person told another, and the tale grew taller with each telling. So did the rose. "Shucks," we grinned. (Even us Californians know when to say 'uncle'). "There's only one name for this rose . . . The **TEXAN.**"

*Don't delay . . . write today
for our current price list.*



TIFFANY (hybrid tea) AARS 1955 & LILIBET (floribunda) AARS 1954 are HOWARDS OF HEMET ORIGINATIONS

AMERICAN NURSERYMAN

F. R. KILNER
Editor and Publisher

FRED H. KILNER
Managing Editor

C. A. BRADY, Jr.
Advertising Manager

Editorial

PROFIT IN VOLUME

Constantly increasing volume of sales in the postwar years, due to the unprecedented demand, has enabled most firms in this field to show a satisfactory profit at moderate increases in prices, if any, in spite of sizable advances in costs. So long as this has continued, the old bogey of competition has kept nurserymen from raising their prices much, although they were aware of their higher costs and saw prices advance in other industries.

In some cases lack of labor, or possibly of other facilities, unfavorable crops or bad weather conditions have actually prevented an increase in sales volume. In such instances the advances in costs and the lack of increases in prices have acted as millstones between which profit has been ground exceeding small.

Firms which have preserved a profit from a larger sales volume are becoming aware of their perilous plight as earnings statements repeatedly reveal it. An adjustment in business locally might very well put these firms in the red by a temporary setback in sales volume.

Figures are available to show the profit margins thought desirable as obtained by producers and merchants in other fields. If a nurseryman is quite unaware of them, he can gain enlightenment by discussing the subject with his accountant, auditor or banker. The self-employed nurseryman should not be content—nor is he safe—with a profit that does not include an adequate salary for himself and interest on the amount of his investment.

Rising volume of business always affords the best rate of profit return. But one should not count on planting more or selling more year after year indefinitely. It is not logical nor, indeed, physically possible. The earnings statement should therefore be studied on a comparative basis as to profit percentage, not be taken as quite satisfactory just because the owner can afford to buy a new auto-

mobile. Are your prices keeping pace with costs? Is your margin commensurate with turnover? A close reading of their financial figures is bringing a surprise to some successful nurserymen this year.

SUMMER TOURS

The example of the National Landscape Nurserymen's Association in scheduling tours of places of architectural and planting note as part of its summer meetings is one that might be followed by state or local groups which hold outings or picnics in mid-year. While the social or recreational aspect of these gatherings is preferred by many after an arduous spring season, this is easily included while educational benefit is derived from such a tour.

At present some state groups make tours or visits to members' nurseries, and some spend a day at a famous arboretum or other institutions. These are generally popular and afford an opportunity to get away from business talks and commercial concerns while, at the same time, adding to members' knowledge of less common plants and their way of growth, research in its practical aspect and other matters that broaden one's horticultural horizon.

LUXURY TASTES

In a forum discussion of marketing held by advertising men recently, one of their number asserted that the mass customers of today are attracted by luxury items, being no longer obliged to make a too limited income stretch to cover the necessities of life. Full employment and high wage scales give workers means to buy television sets, household electric appliances, new automobiles, fur coats and other expensive items, especially since these can be paid for on easy terms. Loan companies, moreover, supply funds for purchases otherwise beyond the reach of nonsavers, and those persons who buy with other people's money usually buy the best.

Hence, advertising directed to such persons, it was stated, today must have the appeal of quality, of luxury, instead of the lure of bargains and cut prices. The general public has, also, become well versed in the pricing of bargains and knows that high quality is rarely to be found when prices are low.

Observers have seen this trend on the part of the public operating in

the nursery field. Buyers are attracted to the modern, well-operated garden center or nursery salesyard, where they find good merchandise at current prices. The cheap place down the road which emblazons cut prices only no longer wins the play—if it ever did.

Retailers of quality nursery stock have always believed in the superiority of its appeal to that of price. Those who are not convinced of this might study the present advertising practices in other fields. They will then think less of low prices and more of the appeal of the merchandise itself. The retailer who has full respect for the stock he handles will ask adequate prices for it and will win the patronage of present-day buyers.

PROGRESS FROM REPRODUCTION

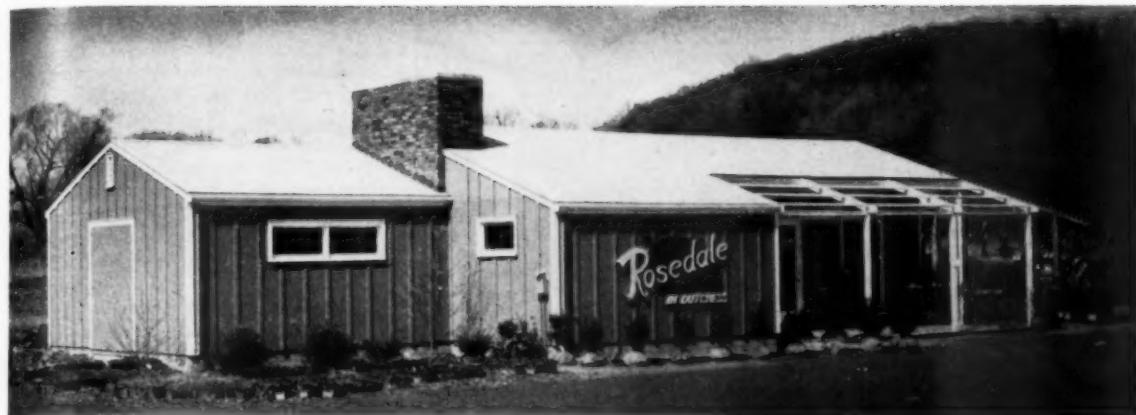
Besides the increasing market that faces all of us from the rapid growth in the country's population in the past decade, the future holds still more promise for nurserymen from the advance in the standard of living that has resulted from the progress in productivity.

At the recent annual meeting of the General Electric Co. stockholders, the president of the company cited striking figures to illustrate such advance. He said:

"Various statistical yardsticks have been used as rough indications of the increase in our living standards. A significant one is the steady growth in numbers of families with higher spendable incomes after taxes. In the nine years between 1947 and 1956 the number of consumer units—that is, families and other households—with more than \$4,000 annual income after taxes has increased from 18,900,000 to 28,500,000, or more than half again as many families. By 1966 it is indicated that 41,400,000 families will be in the group having above \$4,000 a year spendable incomes. In each instance the income quoted is in constant dollars, so this is no illusory gain brought about by inflation. And, despite the fact of today's larger families, with more children who are not contributing to the national and family income, disposable income per person will this year reach an all-time high of \$1,690. This represents a real increase of 19 per cent—or \$270 more per person—over the 1947 average of \$1,420."

JULY 15, 1956

7



New Branch Store of Rosedale Nurseries, Inc., Gives a Highway Outlet for Stock from the Firm's Nearby Growing Fields

New Branch Store for Rosedale's

Rosedale Nurseries, Inc., opened its branch nursery and garden store, Rosedale-in-Dutchess, April 21, at Millbrook, Dutchess county, New York. This location is some 55 miles north of the home base nursery at Eastview, in Westchester county, New York, which has been in operation since 1898. The facilities at Eastview continue at full scale.

The new branch is located on Route 44, a main thoroughfare between the Taconic parkway and the Berkshires, with the garden store directly on this highway. The nursery growing area, however, consisting of about 173 acres, is separated from the store area by approximately a quarter of a mile. This small separation between nursery operations and nursery sales is a decided advantage in speeding sales at the store and reducing to a minimum the time-consuming trips through the fields. A wide variety of plant materials and sizes is available at the store area to permit selection of stock without going to the fields.

Howard C. Taylor, owner of Rosedale Nurseries, has been developing this branch nursery and growing stock there for the past five years.

The garden store, built this spring, opened its doors to the public Saturday, April 21. To publicize the event, announcements and advertisements were placed in many local community weekly newspapers, besides the New York Herald Tribune and the New York Daily News. Communities on both sides of the Hudson river were contacted by newspaper mediums, as well as by frequent spot radio announcements on the strongest local station, WEOK, Poughkeepsie, N. Y. Approximately 1,000 persons visited

Rosedale-in-Dutchess in the first two days.

The area serviced by this new nursery is widespread, due to the less populated countryside. However, it is within 18 miles of Poughkeepsie and within 10 miles of western Connecticut. There is already strong indication that this area will become more populated in the near future. Large businesses are moving into the section.

A preview of the new store area was given the business and professional people of Millbrook Friday evening, April 20, the night before the official opening. Refreshments were served, and this opportunity to get acquainted with the established business people created a feeling of mutual friendliness.

The garden store building is modern, but not extreme. It blends well

with its setting. Its painted brown wood siding with white trim is an excellent background for displaying evergreen and flowering material. Also, the color stands up well, requiring less maintenance.

The store itself is light and airy, with floor space of 20x50 feet. At one end, a huge fireplace of beautiful, old, weathered brick gives a touch of individuality. The floor is of a subdued red concrete, with walls from wainscoting to ceiling of peg-board painted light gray. This peg-board offers not only an extremely interesting wall effect, but it is a convenient and dramatic way to display merchandise, particularly advantageous for hanging tools. Indirect, over-all lighting in the store makes for good, uniform light without glare.

At one side of the store is the



Lath house 36x48 feet adjacent to the shop building of the new Rosedale branch uses wood chips as a foundation for plant displays.



Pegboard walls and indirect over-all lighting are among the modern features marking the interior of the new Rosedale-in-Dutchess establishment.

fertilizer and chemical storeroom, approximately 15x20 feet. A large folding door shields this area from the salesroom but does not have the confining effect of a solid wall. Wide double service doors open from the fertilizer storage room to the outside from the end of the building and also at the rear. This permits easy access for handling and restocking.

Lath Area

From the other end of the store salesroom, glassed French doors open directly to the lath shade area, 36x48 feet. Nursery stock, ready to go, stands on display in front of the building as well as in the lath house. The lath shade area is constantly refilled with new stock, so as to keep it well supplied for customer selection. Wood chips form the base of the lath floor. All material is labeled and priced.

As the shop is set back 80 feet from the road, there is an area of approximately 18,000 square feet to give easy access and parking to approximately 30 cars. Due to the speed of travel on this highway, it is particularly necessary to have easy access so cars may pull off into the nursery area with the least amount of braking before turning.

The general indications are that this is a well-chosen site and may become part of a shopping center before too long in the future. Business has been good for a newly opened enterprise, and the nursery has been well received in the area. People continue to take as much stock with them as they can, but if sizes are too large or digging is required, deliveries are made.

More landscape work is being done

all the time, with a planting crew executing the designs. If material is not available from the nursery there, stock is brought up by truck twice a week from Rosedale's at Eastview. This procedure will not be the case in the future, as with experience, more will be known about the needs and preferences of the clientele of the new area.

FRUITLAND CENTENNIAL

Founded in 1856 by P. J. A. Berckmans, a horticulturist who emigrated to the United States from Belgium, the Fruitland Nurseries, Augusta, Ga., celebrated their 100th year of operation in conjunction with the joint convention of the Georgia Nurserymen's Association and the South Carolina Nurserymen's Association held at Augusta June 3 to 5. The present owners of the business are James G. Bailie and Lester C. Helm.

The nurseries were established for fruit tree growing at first and were operated principally as a mail-order business, trees being shipped all over the southeast. The site of the original Fruitland firm, some five miles west of Augusta at the time of its founding, is now incorporated within the city and is a part of the Augusta National Golf Club, which uses the Berckmans' main dwelling as the clubhouse. The avenue of magnolias and many of the other plantings about the building were made during the founder's life.

A number of plant introductions, among them varieties of arborvitae, junipers and camellias, have been developed at the nurseries during the past century of change and growth. A modern garden center is being built as the latest development.

North Carolina Tour

This year's nursery tour planned by the North Carolina Nurserymen's Association covered 850 miles. Making the trip, which started June 10 and continued through June 14, were 42 nurserymen, members of their families and friends. Dan Reynolds, Reynolds Co., Inc., Winston-Salem, was tour chairman.

Fowler's Nursery, Raleigh, N. C., was the starting point of the tour, with Virginia Beach, Va., the first stopping point for a swim and sightseeing at the famous resort area Sunday, June 10. Resuming the tour the next morning, the party went to Norfolk, Va., and from there by ferry to Cape Charles, Va.

At Exmore, Va., the group made its first nursery stop at the Tankard Nursery. With Sam Tankard as guide, the visitors toured the growing fields and viewed the propagation houses and salesyard. A chicken and ham lunch was provided before the visitors continued their journey.

Jacques Legendre was the next host, at Gulf Stream Nursery, Inc., Wachapreague, Va. Beautiful dis-

play gardens were of interest at that nursery, with roses and seasonable perennials giving the major color. The display beds and rows of shrubs and hedge materials are laid out in exceedingly orderly fashion, and the specimens in the plantings furnish great incentive to sales, it was said.

Tingle's Nursery, Pittsville, Md., was the final stop for the day, with the propagation houses for azaleas, holly and other items proving of great interest to the visitors.

At Capital

Going on to Washington, D. C., from Pittsville, the party made the Franklin Park hotel headquarters for the stay at the capital. The National Arboretum was visited first, June 12. Dr. Henry Skinner, the director; Fran DeVoss, assistant director, and Fred Esbaugh conducted the arboretum tour. Information about the history and program of the arboretum was given by Dr. Skinner, who also made special mention of the famous azalea groups at the establish-

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Operating a Garden Center

Chapter 15. Advertising

By John J. Pinney

A common practice with those who are opening new garden centers is to have a grand opening. This event requires a generous portion of newspaper advertising if it is to be a success. People must be informed of the opening and of all the inducements you are offering to get them to attend. This is the time to go all out on special inducements—door prizes, favors for the women, candy or balloons for the kiddies (accompanied by parents), low prices on popular items and other legitimate sales aids that your ingenuity suggests to you. Grand openings should last for at least two or three days or more in order to yield the most benefit.

The advertising of specific plants can be effective if the plants are well known and in demand. When you advertise roses, lilacs, hydrangeas, spirea, elms, oaks, poplars, peonies, apples and cherries you do not need to use any space to explain what they are. They are known to nearly everyone and are in great demand. You can concentrate on some aspect of your offer to create desire on the part of the reader. You may want to point out the superiority of one particular variety, or that the present is the time to plant it, or perhaps you may wish to call attention to the attractive price.

Suppose you were to run an ad in a newspaper merely listing the Japanese Keaki tree at \$7.95 (regularly priced at \$10). Few, if any, of the newspaper readers will have heard of the tree and will not be interested in it at any price. You may have a lot of Keaki trees on which you could make a good profit if you could sell them, but it is doubtful that you can afford to risk advertising money to educate readers on the chance that you might sell them. It would be far better to induce the readers to visit your garden center by advertising some well-known popular plant. Then with an attractive display, the aid of descriptive material and some personal persuasion, you will have a far better chance to sell your Keaki trees.

A mistake often made in newspaper advertising is to offer at an extremely low price some shrub, tree or plant because the nurseryman grew too many of them or bought them at a low price, but for which there normally is little demand. The nurseryman hopes that buyers will be attracted by the low price, but it usually does not work out that way. Unpopular plants will not sell at any price; money spent advertising them is wasted.

The advertising of prices is perfectly legitimate. The danger lies

in putting too much emphasis on price. The advertising of low prices attracts the least desirable customers. Shoppers who go from garden center to garden center looking for bargains rarely become regular customers. There are plenty of plant lovers who are primarily interested in quality and are happy to pay a fair price to get it. Many successful garden centers do not advertise prices at all, but depend upon other appeals to arouse customer interest.

"Roses \$1.29; regular price \$1.60." That is known as comparative pricing. It is claimed by the advertiser that the value of the merchandise he is advertising is greater than the price at which he is now offering it for sale. Comparative pricing is not new; it was a common practice 50 years ago. Actual price reductions, merchants discovered, resulted in increased demand; lower prices tapped new income levels, creating more customers. Comparative prices serve to emphasize the extent of the value being offered by showing graphically the amount of money the customer will save. You can find examples of comparative price advertising in practically every issue of the daily newspapers, which is overwhelming evidence of its effectiveness.

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MARYLAND GARDEN CENTER A FIRST PLACE WINNER IN ARCHITECTS' COMPETITION



Gustin Gardens, Rockville, Md., with its Williamsburg residence-type store and other architecturally harmonious buildings, recently won for its architect, Clifton B. White, the top award in a 2-year competition for commercial design in the locality conducted by the American Institute of Architects. Ray Gustin, Jr., owner of the business, which services the metropolitan Washington, D. C. area from its attractively planned four acres, was also presented with an appropriate certificate by a distinguished panel of architectural judges.

Insect Control and Fertilizing Topics at Louisiana Course

By James A. Foret

The fifth Louisiana nurserymen's short course, with 36 in attendance, was held at Southwestern Louisiana Institute, Lafayette, June 11 to 13. Included among the registrants were eight nurserymen from Texas.

A Dutch treat supper was enjoyed by everyone on the evening of June 11. Local nurserymen were hosts to the out-of-town visitors on personally conducted tours.

June 13, the group drove to Avery Island to visit Jungle Gardens. They saw many exotic tropical plants, the bird city, the sunken garden and other features.

Dr. Howard Hanchey, professor of horticulture, Louisiana State University, Baton Rouge, gave the opening talk on "Plant Materials for Indoor and Terrace Plantings." The list of plant materials available for these uses is increasing almost daily, the speaker said. He cited the large number of philodendrons introduced in the past few years. There is a tropical plant for nearly every situation indoors and for most spots outdoors.

Use of Color

Dr. Hanchey suggested the use of caladiums and similar tender annuals and perennials to contribute color to an otherwise monotonous shady corner. He said that the hydrangea and poinsettia are two shrubs which can be used to better advantage. At least two bloom periods can be realized if the plants are pruned moderately. The poinsettia can be forced to bloom in November by withholding water from it.

Dr. Hanchey praised the African violet as a plant which should not be overlooked. He said that it is the only flowering pot plant in his knowledge that will flower every month of the year. The potting medium used, he said, is relatively unimportant. However, light should be watched closely so that the plant receives no more than 1,300 foot-candles, and that preferably from fluorescent light.

Planter Boxes

Prof. Ira Nelson, Southwestern Louisiana Institute, addressed the group on "Planter Boxes." He said they may be made of any durable material, from concrete or brick to treated pine and fir. He cautioned

against planters having insufficient drainage, the use of toxic metals (copper, untreated zinc, aluminum, etc.) as a liner in the planter box and planting unadapted plant materials in the soil volume provided.

It cannot be overemphasized that artificial media, mixtures of peat and sand, etc., are far better than field soil in a planter box, Professor Nelson said. Inaccessible and built-in planter boxes should be made watertight and some provision made for watering with intermittent subirrigation, he suggested. Light relations are of the utmost importance in determining adaptability, he concluded, and problems of exposures that permit the

NEW TEXAS SECRETARY



William R. Fullingim

Recently appointed executive secretary of the Texas Association of Nurserymen, William R. Fullingim, Austin, assumed his new duties June 1, in the new association offices in the Commodore Perry Building Arcade at Austin.

Mr. Fullingim holds a degree in business administration from the University of Texas, his major studies having been in industrial relations and personnel administration. He was associated with the University of Texas until 1952 and then with the state board of water engineers as business manager-secretary of the board.

Mr. Fullingim went to Austin in 1945 after leaving the army air force, having served 25 months overseas as a photographer with the 44th bombardment group (H). Married, he has a 6-year-old daughter and a 2-year-old son. He is a member of the Austin Rotary Club and the Austin Personnel Association.

afternoon sun or prolonged exposure to reflected light are difficult to solve.

Professor Nelson then told the group about the flower box city, Neosho, Mo. He described a personal visit to the city and what the program meant to the city's business and especially to the local nurseryman.

Insect Control

Ed Broadus, Niagara Chemical Co., opened the program June 12 with an excellent talk on insect control, with major emphasis on control of mites. The speaker began by listing dry weather, dust and the use of other insecticides that kill the natural enemies of mites as factors contributing to a build-up of mite populations.

Approximately seven days elapse between the time the egg is deposited on the leaf and the time the adult mite lays more eggs, according to Mr. Broadus. The symptoms of the presence of red spider on plants are yellowing of the blade of the leaf, the presence of white castoff shells and webs on the leaves.

Mr. Broadus warned that there is no known insecticide that will kill all red spiders on a plant with one application. He strongly urged the group to use malathion and Ovtran as a combination spray to kill both adults and eggs. A follow-up spray should be made five to seven days after the first application.

The clover mite, an especially troublesome pest in Louisiana during the winter, can best be checked by using double the recommended dosage of insecticide and by making the applications on warm days, Mr. Broadus suggested. As a means of checking red spider build-ups in early summer, Mr. Broadus suggested the application of a good miticide after the first spring growth.

Advertising Methods

R. K. Bennett, F. W. Woolworth Co., spoke on "Advertising." Television advertising was discussed in detail, and it was generally agreed that spot advertising has proved most satisfactory and economical for the average retail nurseryman.

Radio had demonstrated, Mr. Bennett said, that spot announcements, using a change of script for each announcement and simple wording, gave the Woolworth Co. the best results. The same thing is applicable to the printed word, the speaker continued. The ad should be simple, advertising a few items and giving the street name instead

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Mississippi Growers Meet at Biloxi

By Betty H. Prim

Mississippi growers attending the joint meeting of the Mississippi Florists' and Nurserymen's Association at Biloxi, Miss., June 17 to 19, heard well-informed speakers report on subjects pertinent to modern greenhouse procedures and helpful to both established and prospective growers. Attendance and interest were high at each session, with lively question and answer periods after each talk. Herman Owens, Columbus, Miss., chairman of the nursery division of the state association, and C. O. Box, Mississippi State College, and their committees arranged the program.

Appearing June 17, Dr. J. A. Foret, Southwestern Louisiana Institute, Lafayette, La., discussed some of the work done in that area on improving nursery practices, such as on new chemicals for weed control and fertilization and irrigation methods. In his talk he emphasized the importance of merchandising. He said that nurserymen should know to a penny what their nursery stock costs them. The cost of nursery stock has not advanced appreciably in the past 15 years, he said.

Exchange of Ideas

Among the suggestions he gave for stepping up sales was visiting prospective buyers, either in person or by sending a qualified representative. He advised growers to visit other growers, to see what the other fellow is doing and exchange ideas. Also, Dr. Foret said, it is often profitable to reintroduce to the trade some of the old plant materials. Some of the materials discarded in favor of certain new plants can be used successfully in modern landscaping, he said.

Students from Mississippi State College reported on some interesting projects recently completed by them at the college.

Charles Girling talked on "A Preliminary Study of Late Propagation of Hydrangeas," giving the methods used in reducing the time of producing hydrangeas by late propagation. Charles Kiningham talked on the subject "The Number of Stems in relation to the Total Production Per Plant of Pompon Chrysanthemums." His talk pointed out how to determine the difference in spray formation and weight of pompons pruned to two or three stems.

C. O. Box, horticulture specialist at Mississippi State College, gave an informative discussion on the subject

"Geranium Production and Other Small Pot Plants for Mississippi." He said that there is a good demand now for small pot plants, and the trade definitely prefers them. At the college, the researchers are attempting to shorten the time of producing these by using more than one cutting, placed directly into a pot, he said. The grower loses or makes money on pot plants, depending on the time it takes to produce them, Professor Box said.

"Modern Garden Center Operation" was the title of a discussion by W. E. Freeborn, vice-president, H. G. Hastings Co., Atlanta, Ga. The firm has a beautiful modern garden center at Atlanta surrounded by a large private park with facilities for women's club meetings. Mr. Freeborn stressed the importance of the proper layout for such a garden center and said one of the most important steps for a successful garden center is a strong merchandising program. Slides illustrated his talk.

"Landscape Architecture and the Nurseryman," was the subject of a talk by Ed C. Martin, Jr., Mississippi State College. He referred to the im-

portant role that the landscape architect plays and the relation of his work to the nurseryman's, which is an important link in a successful landscaping job. He called attention to the different types of materials that can be used successfully, naming some unusual materials and telling why each would be appropriate. He pointed out that in landscape design repetition is far more important than variety. Masses of plant material are more effective than a wide variety of plant material, he said.

"The Use of Growth Regulators on Poinsettias" was the subject of a talk by Philip Morgan, Mississippi State College. This was a report of a project that had been carried on at the college in which a preliminary study was made of growth regulators that would reduce the height of poinsettias and still allow production of good plants.

A film entitled "Modern Trends in the Bedding Plant Business," furnished by George J. Ball, Inc., West Chicago, Ill., showed pictorially some of the new ideas in modern bedding plant materials and how they could be used most effectively.

S. N. A. GIVEN MEMORIAL BOWL FOR ANNUAL AWARD



George Sawada, left, president of the Southern Nurserymen's Association the past year, accepts for the association a silver bowl, to be given each year to a member of the Slater Wight memorial award. John Wight, donor, right, is the brother of Slater Wight, who was president of the association in 1931. The recipient of the trophy must be a nurseryman who, in the opinion of the board of directors, has made an outstanding contribution to the association and the nursery industry in the south in recent years. Award of the bowl will be made for the first time at this year's meeting of the association at Nashville, Tenn., August 19 to 21.

Annual California Course Draws Top Attendance

By Howard C. Brown

The eighth annual nurserymen's refresher course, sponsored jointly by the California Association of Nurserymen and the ornamental horticulture department of California State Polytechnic College, was attended by 238 nurserymen and their wives and was rated the best ever held on the San Luis Obispo campus.

The course was opened by Donald Perry, San Anselmo, president of the California Association of Nurserymen. President Julian A. McPhee of the college welcomed the nurserymen to the campus and outlined the development of the new horticulture facilities. Stewart L. Wade, Orchard Nursery & Supply, Lafayette, served as chairman of the program.

Channing E. Jones, Jr., manager of the merchandising division of the California Spray Chemical Corp., Richmond, presented the first discussion, "Your Business Tomorrow—Dynamic or Static." Mr. Jones gave a stimulating talk on some of the problems facing nurserymen and outlined a dynamic approach to these problems.

"Soil Sterilization and Weed Control in the Nursery" was the subject presented by J. Harold Mitchell, Pasadena. Mr. Mitchell brought out many of his personal experiences in commercial pest control work and illustrated his discussion with Kodachrome slides. The use of such materials as methyl bromide, Vapam and Nemagon for soil treatment were brought out.

Nursery Layout

Bert Bertolero, manager of Navlet's, Oakland and Concord, discussed the subject of "Nursery Layout for More Profitable Operation." His talk was well illustrated with colored slides showing the planning, development and layout of Navlet's new nursery, where customer self-service is emphasized and wide concrete walks and shopping carts are provided. According to Mr. Bertolero, all plants are displayed under lath or glass, and approximately half of the total area is surfaced with concrete.

A panel discussion and question period with the first three speakers terminated the morning session.

After a special lunch at the college

cent gross sales. His comments in full will appear in a later issue.

Plant Materials

The subject of "New Plant Materials" was presented by Ray D. Hartman, president of the Saratoga Horticultural Foundation, Saratoga. Mr. Hartman discussed the work being carried on at Saratoga in the development of new and better trees and propagation of California native plants. Of special interest was the progress being made with such plants as ginkgo, liriodendron, liquidambar, pistacia and ceanothus.

The afternoon session was terminated after another discussion period in which most of the day's speakers participated. Afterward, there was a barbecue in Poly grove, with entertainment furnished by the Collegiate Quartet.

The evening program consisted of an open house at the college's new ornamental horticulture unit, where the nurserymen had an opportunity to observe the work being done by the department. Of special interest was the year-around production program of chrysanthemums in 3-inch pots. The nurserymen expressed great interest in the mum program and es-

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Photographed at the recent refresher course of the California Association of Nurserymen. Top, left to right, Willis Stribling, Stribling Nurseries, Merced, Calif.; Channing E. Jones, Jr., California Spray Chemical Corp., Richmond, Calif.; Stewart L. Wade, Orchard Nursery & Supply, Lafayette, Calif., chairman of the event; Bert Bertolero, Navlet's, Oakland and Concord, Calif., and Howard C. Brown, head of the ornamental horticulture department, California State Polytechnic. Bottom, Howard C. Brown; Donald C. Perry, Sunnyside Nursery, San Anselmo, president of the C. A. N.; Duane L. Coyier, Neillsville, Wis., and Stewart L. Wade.

Fair Trade Practice Rules Released

Rules to Become Effective 30 Days after Promulgation Date of June 27, 1956

The federal trade commission has released in their final form the trade practice rules for the nursery industry. The promulgation date was June 27, 1956, and the rules become operative 30 days from that date — July 27, 1956.

Discussion of these rules was begun in an industry conference at Chicago in August, 1954, and continued in subsequent meetings at San Francisco, Calif., and New York city. In addition, public hearings were held at Washington, D. C., January 9 of this year and shortly thereafter, at the conclusion of the annual convention of the Illinois State Nurserymen's Association at Chicago, January 19. A set of proposed rules issued December 14 received attention at these open hearings.

The final public hearing at Chicago centered attention on the several most debated points of difference within the industry and between the industry and the federal trade commission.

Richard P. White, executive vice-president of the American Association of Nurserymen, and Clark Kidd, Arp Nursery Co., Tyler, Tex., chairman of the A. A. N. trade practice committee, were the official spokesmen for the industry at the final hearing, with the assistance of James Horton, who had been employed as special counsel in the matter. Industry members on the floor were given full opportunity to indicate their position relative to the debated points, as well as to all others in the proposed rules that were under discussion at that time. Representations made at the Chicago hearing were made a part of the official record for subsequent consideration at Washington.

Conclusions

Conclusions on the major points at issue as represented in the final draft of the rules are covered in the following paragraphs:

Rule 3 — Substitution of Products. Here the commission added a group of provisions that closely reflected the discussion and opinions brought out at the final hearing. The basic statement makes it an unfair practice "to ship or deliver industry products which do not conform to representations made prior to securing the order, or to specifications upon which the order is consummated, without advising the purchaser of the

substitution and obtaining his consent thereto prior to making shipment or delivery."

The final draft of rule 3 adds: "provided, however, that nothing in this rule is intended to inhibit the shipment of products different from those ordered, prior to obtaining purchaser's consent to such substitution, when the order is received by the industry member near the close of the planting season for the products ordered and the substitution involved relates but to a product or products the total price of which is comparatively small, and when—

"(1) at the commencement of the planting season the industry member had a supply of the products sufficient to meet normal and reasonably expected orders therefor, and such supply has been exhausted; and

"(2) the products substituted are of similar variety and of equal or greater value to those ordered by the purchaser and no additional charge is made therefor; and

"(3) notice of the substitution, with adequate identification of the substituted item or items, and with commitment of the industry member to refund any purchase price received for the substituted products if such substituted products are not acceptable to the purchaser and to compensate the purchaser for any expense involved in the return of the substituted products if the refund is conditioned on the return thereof, is given the purchaser at the time of his receipt of such products;

"and provided further, that nothing in this rule is to be construed as sanctioning the dissemination of an advertisement of an industry product or products or the personal solicitation of orders therefor unless at the time of such dissemination or solicitation the industry member has a supply of such products sufficient to meet normal and reasonably expected orders therefor."

Grade Standards

Rule 4 — Size and Grade Designations. This rule as proposed underwent considerable rewriting. Stress had been laid by the industry on the acceptance of the grade and size standards set forth in "American Standards for Nursery Stock" as the basis for determining misrepresentation. While not going to the extent requested, the commission did, however, insert a note in this rule which

calls attention to the American Standards and points out that the industry generally recognizes the standards given therein and feels use of these standards should prevent deception in the purchase of products to which the standards relate.

Rule 5 — Removed to this section from its position under rule 1 in the December 14 proposals was the statement relative to the sale of bench-grown rose plants. The final form of this section of the rules reads:

"It is also an unfair trade practice to sell, offer for sale, or distribute industry products which have been used in the commercial greenhouse production of cut flowers (e.g., greenhouse bench or bed-grown rosebushes) without adequately and non-deceptively disclosing that such products were used in the commercial greenhouse production of cut flowers and were discarded after having served their usefulness in such production."

Rule 7 — Misrepresentation as to Character of Business. Here the strong debate by the industry members, both favoring and opposing a proposed rule to deny the use of the term "nursery" to firms not producing a substantial part of their stock, may have led the commission to the conclusion that such a rule should not be included in the final draft, for this point does not appear.

However, an industry member is prohibited under rule 7 from representing that he is a grower or propagator of the products he offers or "has any other experience or qualification either relating to the growing or propagation of such products or which enables him to be of assistance to purchasers or prospective purchasers in the selection by them of the kinds or types of products or the placement thereof when such is not the fact, or in any other manner to misrepresent the character, nature or extent of his business."

Included under rule 7 is the following note: ("Among practices subject to the inhibitions of this rule are representations made by an industry member to the effect that he is a landscape architect when his training, experience and knowledge do not qualify him for such representation.")

Other rules as proposed had been generally declared acceptable to the industry at the last open hearing.

Tips for Better Landscapes

Attracting Birds to the Garden

By Clarence E. Lewis

Long Island Agricultural and Technical Institute, L. I., N. Y.

If birds are desired in the garden, what can be done to attract them? The answer is, just about the same things that cause an individual to stay in one place for any length of time—namely, food, water, a resting place, good friends, a bit of security and an environment that particularly attracts. Birds are not too different from people in this, except that there is no weekly pay check for them.

The smallest home ground can induce songbirds to be regular residents, if the right incentives are produced—and anyone is interested in having a touch of feathered life near the home. The shrubs and trees grown in the nursery can be guiding influences when they are properly selected and placed.

One way of obtaining a regular bird attendance is to provide food in a definite place during the time of day when birds are looking for it—namely, the early morning, late afternoon and early evening. Of course, they will eat almost any time, like some humans, but the periods already mentioned are most appealing to birds. If after several visits they find that food is always present, they will come back day after day.

If materials that make good nests are available, particularly in early spring when they are making nests

or have just arrived from their southern homes, birds are likely to build nests on that property or near by, so that the homeowner can continue to attract them. String, thread, straw or strips of cloth are readily accepted by our feathered friends and immediately used when found.

Birdbaths

Water is also a factor that not only should be considered but must be used if birds are expected to visit a particular garden. The water should be in a container elevated enough so cats cannot prey on birds seeking it, and it must be fresh—which means cleaning the container daily and, of course, changing the water. The latter only applies to birdbaths and other similar receptacles. Running water is better because it is cleaner, cooler and available in some areas during the winter period. Did you ever clean a birdbath, and I mean really scrub it out, add fresh water and then watch at a safe distance? The birds are there in no time, splashing around and having a good time. I understand that some people have gone so far as to place electric heating devices in water areas during the winter so that freezing will not take place.

It is often a good idea to have thorny plants about, particularly where birdbath and feeding stations are located, so that cats can be discouraged, and sometimes it takes stronger discouragement than this. Some thorny plants produce good berries for birds, but are not suited for small home gardens. Included are the cat briers or greenbriers (*smilax*) and wild raspberries, the last of which attract nearly 150 different kinds of songbirds. The thicket hawthorn, *Crataegus intricata*; Washington hawthorn, *C. phaeopyrum*; English hawthorn, *C. oxyacantha*, and cockspur hawthorn, *C. crusgalli*, are well suited for attracting birds and certainly provide good places in which to build nests. The more spiny the crotches and main trunk of the tree are, the more desirable it is for bird homes. A cat may start up such a tree as the cockspur hawthorn, but after brushing against one or two of the long spurs it soon becomes discouraged and backs off. The Ameri-



Illustration B—Feeding stations, unusual or otherwise, are essential if one wishes to attract birds to a garden. Even a cover over the feeding platform is appreciated by these feathered friends.

can holly, which is a good tree for nests, too, attracts about 20 different birds. Such species as rugosa and meadow roses are also difficult for predators to penetrate.

Annuals for Seeds

Several cultivated annuals provide a source of good feeding for songbirds, once the seeds have formed. They include sunflowers, zinnias, coreopsis, bachelor's buttons, cosmos, amaranth, prince's-feathers, China asters, California poppies, forget-me-nots and portulacas.

If one's place is large enough, grains, seeds of which are sought by many types of song and game birds, may be planted. Common, German and Japanese millets and buckwheat provide good food for a wide variety of birds. Suet, peanut butter, bread, corn meal, oatmeal and coarse bran also seem to be appetizing, but of course these types of food must be placed on feeding stations. An old shell such as a coconut shell can be used, and this can be coated with peanut butter, but it is not necessary to go quite this far unless one has a real interest.

A terrace can be doubly enjoyed if one has taken time to provide feeding stations, water and cover at some distance, because birds will



Illustration A—The fruits of many cultivated and wild plants are attractive to birds in need of food. The flowering dogwood fruit is one of the most appetizing.

then provide good entertainment for quiet terrace watchers. There are no commercials to sit through, either!

Some shrubs and trees attract a greater number of bird species than others. Flowering dogwood, for instance, is known to be attractive to nearly 100 types, while bayberry is equally magnetic. Elderberries are probably eaten by more kinds of birds than is the fruit of any other shrub or tree. About 400 types of birds relish elderberries. Other kinds of fruited or berried shrubs and trees are also popular, including the downy shadblow, Juneberry or serviceberry (*Amelanchier canadensis*), which appeals to about 30 different birds; Virginia creeper, attracting about 40, and the lesser known beach ground cover, bearberry, which surprisingly attracts more than 30 different birds to eat its red berries.

Songbird Diets

Let us examine the diet of some of the better known songbirds. The bluebird feeds on the following trees and shrubs: Hackberry, cotoneaster, wild raspberry, bittersweet, euonymus, silky dogwood, American holly, black alder or winterberry, mulberry, wild cherry, shining sumac, elderberry, mountain ash, arrowwood, black haw, Siebold viburnum, Virginia creeper and frost grape. Not an imposing group of plants, and many, of course, are not carried by the average nurseryman — but the birds do not realize this.

Other birds are a bit more fussy. The Baltimore oriole feeds on downy shadblow, mulberry, wild cherry, elderberry, mountain ash and only three or four others, and the phoebe deals mostly with such plants as red cedar, mulberry, bayberry, elderberry and arrowwood.

For Robins

The herald of spring in many of the northern states, the robin, feeds on a considerable variety—namely, amelanchier, American holly, winterberry, mulberry, bayberry, tupelo or sour gum, wild cherry, buckthorn, elderberry, mountain ash, arrowwood, black haw, Siebold viburnum and Virginia creeper.

Colorful birds always enliven a garden and add enjoyment that is better than 90 per cent of the television shows that occupy our time. Scarlet tanagers feed on the fruits of the red osier dogwood, mulberry, wild and cultivated cherries, smooth amelanchier, running euonymus (*E. obovatus*) and Virginia creeper, and the colorful cardinals eat the fruits of red osier; silky, gray and flowering dogwoods; mulberry; amelanchier;



Illustration C—Water is necessary to entice and keep birds in the garden, and it can be offered in a homemade bird font such as this. The font should be built and located, however, so that cats do not have access to it.

American beauty-berry; spicebush; red cedar, and scrub palmetto.

Insect Eaters

Many of the birds eat insects. This list includes robins, bluebirds, orioles, nuthatches, catbirds, thrashers, tanagers, wrens, thrushes, rose-breasted grosbeaks, mocking birds, cedar waxwings and others. The cedar waxwing is an interesting bird and enjoys the fruits of a rather long list of shrubs and trees — amelanchier, autumn and cherry elaeagnus, American holly, black alder or winterberry, snowberry, red and black chokeberries, tupelo, cherries, mountain ash, black haw, red cedar, flowering dogwood, evergreen huckleberry and Oregon holly grape.

You may not like the blue jay, but it is with us during the winter, not migrating south as do many. The jay also adds a good touch of color to the winter scene. It feeds readily on red chokeberry; many hawthorns, of which the Washington has fruits that persist well into the winter; coral dogwood; honeysuckles; tupelo; cherries; elderberry; snowberry; coralberry; blueberry, and even the buds of American and European beech.

Game Birds

Game birds are a different proposition, and it is unlikely that many homes are so situated that quail, grouse or pheasant will pay a visit. Those who are remote enough from civilization to be able to attract them will find the quail eating fruits of amelanchier, flowering dogwood, sweet gum, mountain ash, cherries, Virginia creeper and white pine. They relish grains, weed and garden flower seeds or mashes, cracked corn,

etc., usually to a much higher degree.

You cannot entice birds, whether they are song or game, into your garden on just berried plants alone. You must also provide food which is easily obtainable and satisfying.

Grouse are more difficult to attract than quail or pheasant, but we know that they feed upon the fruits or buds of amelanchier, birch, flowering dogwood, quaking aspen, hemlock, bearberry, bittersweet and Virginia creeper.

This list of birds and the plants they feed on could continue, but you would notice a repetition of the plants already shown as serviceable food plants.

It is interesting to watch persons' interest in bird life progress. They will watch a phoebe, junco or possibly a brown thrasher feeding each day and suddenly awaken to the fact that they do not know the names of these birds that are returning quite regularly. The next operation is usually a trip to the library to find a book on birds—and it must have accurate color pictures. Once the kinds of birds have been determined, a person's interest often takes on a new perspective which may continue year after year, or just be spasmodic. It is good, nevertheless.

To say just exactly how shrubs and trees should be arranged in order to attract birds is quite difficult, but if food is made available in desirable places, water is provided and cover is present for seclusion or nesting, then the birds will come—and usually stay—and possibly return to your garden, year after year.



Illustration D—Running water is always attractive to birds, particularly if they can wash in shallow water such as on the rock at the top of the little waterfall illustrated. All people are not so fortunate to have such a spot, nor are many birds.

Iowans Tour Arboretum

Thunder showers threatened the outing of the Iowa Nurserymen's Association June 22 at the Morton Arboretum, Lisle, Ill., but after waiting an hour for the rain to stop, approximately 50 nurserymen and their wives enjoyed an all-day tour. In the morning the group inspected the addition being built onto the Administration building and the new adjoining greenhouses which will be ready in fall. Dedicatory day for the new buildings will be September 27, the birthday anniversary of Joy Morton, founder of the arboretum.

While waiting for the rain to stop, Roy Nordine, propagator at the arboretum, who conducted the tour, showed the nurserymen the herbarium. It contains 6,000 pressed specimens of the foliage, flowers and fruits of the woody plants that are growing in the arboretum, as well as a collection of indigenous flora, including fungi, mosses, ferns, grasses and herbaceous and ligneous plants. Pointing out the new laboratory in the addition to the Administration building, Mr. Nordine said the arboretum has branched out into research and will not only work on problems of the general public but also on some scientific work, such as Dutch elm and oak wilt disease.

The three aluminum greenhouses will be used for propagation and class work, explained Mr. Nordine. They are equipped with benches and are divided into two sections, each with its own heating and ventilating units. There will be two watering systems, one providing hard water and another having two 1,000-gallon tanks that will collect soft rainwater. Adjoining the greenhouses will be two refrigerated storage units, one dropping the temperature to 20 degrees and the other to 30 degrees below zero, for testing hardiness of stock.

Classified Plantings

The nurserymen climbed aboard an open-air bus when the rain had ceased and were conducted through the 1,100-acre arboretum. Mr. Nordine explained that more than 4,800 species, varieties and hybrids of the woody plants of the world are now included in the living plant collection, and the ultimate aim is to grow every tree, shrub and vine capable of surviving the climate of northern Illinois. Plantings, he pointed out, are arranged in four classifications: (1) Systematic groups defined by botanical relationships, (2) geo-

graphical groups according to native habitats, (3) ornamental plantings to create landscape effects, and (4) economic plots where trees are tested for timber value.

As the tour progressed, Mr. Nordine pointed out branch canker that had infected some blue spruce. He said the disease kills the branches from the center of the trunk downward and a few branches higher, but seems to stop after the branches are removed. Michigan State University, he added, has set up a project to study the problem. Plantings of Japanese quince and some true forms of Sargent's crab were viewed, and the

lilac collection, including 500 varieties and species, was seen from a distance.

An attractive specimen of Cotoneaster multiflora was pointed out by Mr. Nordine as a plant which the arboretum highly recommends. From the bus it was apparent that the winter was not good to the philadelphus, or mock orange, collection. The oak and ash collections were passed, and then large specimens of native trees in wooded areas were viewed. Pointing out a specimen of Serbian spruce, Mr. Nordine explained that branch canker had now invaded it. An attractive planting of American larch was passed, and a beautiful bald cypress, Taxodium distichum, was seen.

[Continued on page 64]

Package Evergreens in Iowa

For packaging evergreens sold at retail, the Sherman Nursery Co., Charles City, Ia., has adapted to its own purposes the Drumpak heavy-duty corrugated container extensively used for the shipment of major appliances.

Previously, the evergreens were completely enclosed in an octagonal corrugated box, made of special board, with inverted caps stitched into the sleeve top and bottom. This design had several disadvantages—notably the cost of 16 separate stitching operations. Also, the container

was completely smooth, and there was no place for the freight handlers to grab hold. Consequently it was a common occurrence for the boxes to be dropped on the ground—which did not improve the condition of the trees on arrival.

The Drumpak consists of an octagonal sleeve with top and bottom caps securely attached by interlocking flaps and held in the interlocking position by a single steel strap at each end. As the caps extend outside the box they provide a convenient handle for carrying.

Facilitates Handling

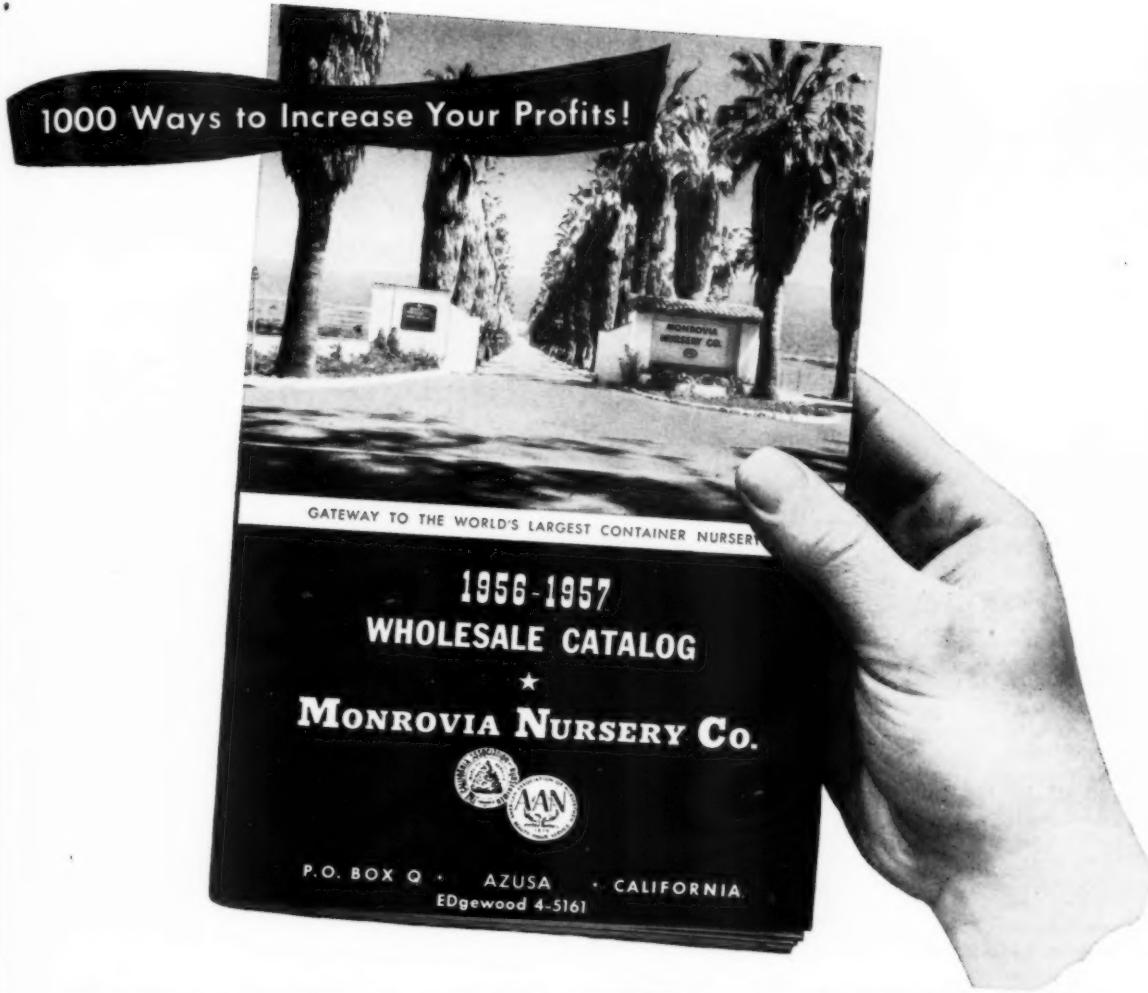
An important feature of the Sherman Nursery Drumpak, which was developed by Gaylord Container Corp., division of Crown Zellerbach Corp., is the hole at the top, which permits several-size evergreens to be shipped in a single-size container. Four basic box sizes will accommodate all the sizes shipped by the nursery—which range up to 48 inches. Because a portion of the living tree is visible, there is little likelihood that the boxes will be placed upside down or crushed by having heavier boxes stacked on top.

Complete planting instructions are printed on the box, plus the suggestion that the Drumpak be placed over the tree when it is first planted to protect against the sun until the roots have taken hold.

Sherman Nursery Co., on the basis of preliminary tests, expects substantial savings on the total handling cost of each unit. In addition, the merchandising appeal of the unique package should have high sales value.



Drumpak container used by Sherman Nursery Co., Charles City, Ia., to ship evergreens. The hole in the top accommodates trees of varying height.

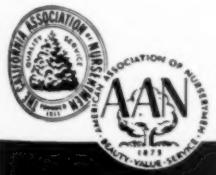


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Elaeagnus Simoni
Euonymus Coloratus
Euonymus Fortunei Erectus
(small leaf)
Euonymus Patens
Gardenia Fortunei
Ilex Cornuta Burfordi
Ilex Cornuta Femina
Ilex Creñata Convexa
Ilex Creñata Rotundifolia
Ilex Opaca East Palatka
(heavily sheared)
Ilex Vomitoria
(well sheared)
Pride of Houston
Jasminum floridum
Laurel Cherry
(well sheared)
Ligustrum Lucidum
(Black Wax)
Ligustrum Lucidum
(Griffing type)
Ligustrum Lucidum Nanum
Loropetalum Texanum
Magnolia Glauca
Magnolia Grandiflora
Magnolia Soulangiana
Magnolia Soulangiana Nigra
Nandina Domestica
Photinia Serrulata

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Juniper, Andorra
Juniperus Excelsa Stricta
Juniperus Fastigiata
Juniperus Glaucia Hetzi
Juniperus Glaucia Hetzi
(staked and sheared)
Juniperus Hibernica
(Irish)
Juniperus Pfitzeriana
Juniperus Pfitzeriana Aurea
Juniperus Pfitzeriana Compacta
Juniperus Sabina
Juniperus Sabina Vonehron
Juniperus Sabina Vonehron
(staked and sheared)
Juniperus Scopulorum
Juniperus Sylvestris
(Chinensis Femina)
Juniperus Virginiana Burkii
Juniperus Virginiana Canaertii
Juniperus Virginiana Dundee
Juniperus Virginiana Glaucia
Pinus Mughus
Pinus Nigra
(Austrian Pine)
Pinus Sylvestris
(Scotch Pine)

CANNED STOCK

Abelia Grandiflora
Gardenia Fortunei
Gardenia Mystery
Ilex Burfordi
Ilex Convexa
Ilex Helleri
Ilex Rotundifolia
Magnolia Grandiflora
Pyracantha Formosana
(light)
Pyracantha Lalandii
(light)
Crape Myrtle

COMING EVENTS

MEETING CALENDAR

July 15 to 19, American Association of Nurserymen, annual convention, Hotel Statler, Los Angeles, Calif.

July 19, Ohio chapter, National Shade Tree Conference, at the Siebenthaler Co., Dayton, O.

July 23, Arkansas Nurserymen's Association, annual meeting, Marion hotel, Little Rock, Ark.

July 30, Connecticut Nurserymen's Association, summer meeting, Restland Farm, North Guilford, Conn.

August 1 and 2, Indiana Association of Nurserymen, summer meeting, Price Nurseries, Plymouth, Ind.

August 2, Western region, Pennsylvania Nurserymen's Association, summer picnic, Eisler Nurseries, Butler, Pa.

August 5 to 7, National Mail Order Nurserymen's Association, annual meeting, La Salle hotel, Chicago, Ill.

August 8, New Jersey Association of Nurserymen, summer meeting, Perkinsde Wilde Nurseries, Inc., Shiloh, N. J.

August 8 and 9, Michigan Association of Nurserymen and the Michigan Landscape Conference, joint summer meeting, Kellogg Center, Michigan State University, East Lansing, Mich.

August 9 and 10, Canadian Association of Nurserymen, ninth annual short course, Macdonald College, Ste. Anne de Bellvue, Que.

August 15, New England Nurserymen's Association, summer meeting, C. R. Burr & Co. nursery, Manchester, Conn.

August 15, Pennsylvania Nurserymen's Association, summer meeting, John Albrecht Nurseries, Narberth, Pa.

August 19 to 21, Southern Nurserymen's Association, annual convention, Andrew Jackson hotel, Nashville, Tenn.

August 19 to 21, Virginia Nurserymen's Association, summer meeting, The Cavalier, Virginia Beach, Va.

August 19 to 22, Texas Association of Nurserymen, annual meeting, Shamrock-Hilton hotel, Houston, Tex.

August 20 to 24, National Shade Tree Conference, Royal York hotel, Toronto, Ont., Canada.

August 22 to 24, Florida Nurserymen and Growers Association, annual short course, University of Florida, Gainesville, Fla.

August 23 and 24, New York State Nurserymen's Association, summer meeting, Hotel Sheraton, Rochester, N. Y.

August 23 to 25, Washington State Nurserymen's Association, summer convention, Davenport hotel, Spokane, Wash.

August 27, Nebraska Association of Nurserymen, summer meeting, Plumfield Nurseries, Fremont, and Marshall Nurseries, Arlington, Neb.

September 10 to 12, Oregon Association of Nurserymen, convention, Gearhart, Ore.

September 18 to 20, California Association of Nurserymen, Hobergs' resort, Hobergs, Calif.

October 19 to 21, Texas Rose Festival, Tyler, Tex.



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	Each	Each	Each	Each	Each	Each	Each	Each	Each
	100 rate	1000 rate	100 rate						
3000 <i>Abies concolor</i> , 2-yr., S.07	\$0.06½							
500 <i>Acer palmatum atropurpureum</i> (Seedling), 3-yr., T.75							
500 1-yr., bedded grafts90							
300 <i>Acer dissecatum atropurpureum</i> , 1-yr., bedded grafts90							
1000 <i>Ampelopsis quinquefolia</i> , 1-yr., S.07½	.06							
20,000 <i>Ampelopsis velutina (tricuspidata)</i> , 1-yr., S.05	.04½							
500 <i>Aralia pentaphylla</i> , 2-yr., T. 6 to 9 ins.12							
1000 <i>Azalea arnoldiana</i> , 2-yr., T.35							
1000 <i>Azalea kaempferi</i> , 2-yr., T.35							
2000 <i>Azalea mollis</i> , 2-yr., T.50							
7000 <i>Berberis thunbergii</i> , 2-yr., S. 6 to 9 ins.06	.05							
7000 2-yr., S. 9 to 12 ins.07	.06							
5000 2-yr., T.08½	.07½							
10,000 <i>Berberis thunbergii atropurpurea</i> , 2-yr., S. 6 to 9 ins.05	.04½							
10,000 2-yr., S. 9 to 12 ins.06	.05½							
10,000 2-yr., S. 12 to 15 ins.10	.09							
5000 2-yr., T.15	.12							
1300 <i>Chamaecyparis plumosa</i> , 2-yr., T.25	.24							
1200 <i>Chamaecyparis plumosa aurea</i> , 2-yr., T.25	.24							
500 <i>Chamaecyparis squarrosa</i> , 2-yr., T.25							
500 <i>Cryptomeria japonica lobbi compacta</i> , 1-yr., bedded grafts75							
10,000 <i>Cornus florida</i> , selected understocks08½	.07½							
1000 2 to 3 ft., whips35							
1000 <i>Cornus alba sibirica</i> , 1-yr., S.06	.05							
1000 <i>Cotoneaster acutifolia</i> , 1-yr., S.12	.10							
1000 <i>Cotoneaster horizontalis</i> , 2-yr., T.25							
500 3-in. pots60							
1000 <i>Cotoneaster horizontalis wilsonii</i> , 1-yr., S.12	.10							
10,000 <i>Cydonia japonica</i> , 1-yr., S.04	.03½							
2000 2-yr., T.08½	.07½							
500 <i>Cydonia japonica rubra</i> , 1-yr., S. 6 to 9 ins.08	.07							
500 1-yr., S. 9 to 12 ins.10	.08							
1500 <i>Deutzia lemoinei</i> , 2-yr., T. 6 to 9 ins.10							
800 <i>Deutzia gracilis</i> , 2-yr., T. 6 to 9 ins.15							
900 <i>Deutzia</i> Pride of Rochester, 2-yr., T. 6 to 9 ins.07	\$0.10							
500 <i>Elaeagnus angustifolia</i> , 1-yr., S. 6 to 9 ins.07	\$0.06							
500 <i>Elaeagnus umbellata</i> , 1-yr., S. 6 to 9 ins.07	.06							
1000 <i>Euonymus alatus</i> , 1-yr., T.12	.10							
500 2-yr., T. 6 to 9 ins.25							
300 <i>Euonymus alatus compactus</i> , 2-yr., T. 4 to 6 ins.25							
1000 <i>Euonymus europaeus</i> , 1-yr., S. 6 to 9 ins.07	.06							
1000 <i>Euonymus patens</i> , 2-yr., T.18							
3000 <i>Euonymus radicans vegetus</i> , 2-yr., T. 6 to 10 ins.30	.25							
2000 3-yr., T. 8 to 12 ins.40	.35							
800 <i>Forsythia</i> fortunei, 2-yr., T. 6 to 12 ins.07½							
500 <i>Forsythia intermedia</i> , 2-yr., T. 6 to 9 ins.07½							
500 <i>Forsythia spectabilis</i> , 2-yr., T. 6 to 9 ins.07½							
500 <i>Forsythia suspensa</i> , 2-yr., T. 6 to 9 ins.10							
300 <i>Hydrangea</i> A. G., 2-yr., T. 6 to 9 ins.15							
1000 <i>Hydrangea</i> P. G., 2-yr., T. 6 to 9 ins.12	.10							
500 <i>Hypericum aureum</i> , 1-yr., S. 6 to 9 ins.08	.06							
500 1-yr., S. 9 to 12 ins.10	.08							
1000 <i>Hex crenata latifolia</i> , 1-yr., T.25							
1000 <i>Hex glabra</i> , 1-yr., T.25							
500 <i>Juniperus depressa plumosa</i> , 2-yr., T. 6 to 9 ins.35	.30							
500 2-yr., T. 9 to 12 ins.40	.35							
2000 TT, 10 to 12 ins.50	.45							
2000 <i>Juniperus glauca hetzii</i> , 2-yr., T. 6 to 9 ins.30	.25							
3000 3-yr., T. 9 to 12 ins.40	.35							
1000 heavy, 3-yr., T. 10 to 12 ins.45	.40							
500 <i>Juniperus hibernica</i> , 2-yr., T. 9 to 12 ins.25	.22½							
1000 <i>Juniperus pfitzeriana</i> , 2-yr., T.30	.25							
1000 3-yr., T.40	.35							
1000 <i>Juniperus sabina</i> , 2-yr., T. 6 to 9 ins.30	.25							
1000 <i>Juniperus sabina</i> , 2-yr., T. 9 to 12 ins.40	.35							
3000 <i>Pinus nigra (austriaca)</i> , 2-yr., S.06	.05							
6000 <i>Pinus strobus</i> , 2-yr., S.05	.04							
2000 3-yr., T.10	.09							

ARKANSAS PROGRAM

The program for the Arkansas Nurserymen's Association annual convention, to be held July 23, in the Continental room at the Hotel Marion, Little Rock, Ark., has been announced by L. H. Burton, Fayetteville, executive secretary.

Association President Sam Peace, Siloam Springs, will preside over the meeting. After the invocation given by Loal Harwell, association vice-president, Woodrow Mann, mayor of Little Rock, will deliver a welcoming address. The report of the secretary-treasurer, the president's message and a talk on "Nursery Sales," by Alvin L. Dickerson, Jr., Ozark Nursery Co., Tahlequah, Okla., with a question period afterward, will precede lunch.

The afternoon program will include the following: "Weed and Pest Control," a film presented by Wayne Kincannon, Stauffer Chemical Co., North Little Rock; "The State Plant Board Service," by Carter Seymour, head, nursery and plant division,

state plant board, followed by an open discussion period; "Landscape for Living," by L. H. Burton, extension horticulturist, University of Arkansas, Fayetteville, and "Nursery Price-Cost Relations," by John J. Pinney, Willis Nursery Co., Ottawa, Kan.

A business session, with reports from committees, election of officers, etc., will conclude the afternoon. At the banquet in the evening, the guest speaker will be Curtis H. Porterfield, secretary of the American Association of Nurserymen, Washington, D. C.

INDIANA MEETING PLANS

Members who attend the annual summer meeting of the Indiana Association of Nurserymen August 1 and 2 will make two nurseries their headquarters. Assembly the first day will be at the Price Nurseries, one mile north of Plymouth, Ind., on Route 31. The second day the group

will meet at the Schuell Nurseries, four and one-half miles north of South Bend, on Portage road. The executive board will hold a meeting at the Price Nurseries at 10:30 a.m. August 1.

A 2-year expansion program has been started by the Price Nurseries, where the new garden center will be of special interest. Ralph P. Oyler, of the nursery, will conduct tours of the shop and the growing areas during the afternoon. The women will be entertained at the Price residence, adjacent to the nursery, by Mrs. Price and other ladies of the northern Indiana membership group. City park is nearby for children. At the banquet from 7 to 9 p.m. at the Plymouth Country Club, on U. S. Highway 17, there will be entertainment and reports by A. A. N. delegates.

August 2, the new irrigation supply offices of the Schuell Nurseries will be the headquarters, but all nurseries in the South Bend area will welcome

		Each	Each	Each	Each	Each	Each	Each	Each	Each	Each			
		100 rate	1000 rate			100 rate	1000 rate			100 rate	1000 rate			
ach	Each													
rate	1000													
200	<i>Pinus sylvestris</i> , 2-yr., S...	.50	.05	\$0.04		2000	<i>Taxus cuspidata thayerae</i> , 2-yr., T...	.30	\$0.27½		3000	<i>Viburnum dentatum</i> , 1-yr., S...		
500	<i>Pinus thunbergii</i> , 2-yr., S...	.07	.06			2000	<i>Taxus intermedia</i> , 2-yr., T...	.30	.27½	1000	<i>Viburnum dilatatum</i> , 2-yr., T...	.12	.15	
500	<i>Prunus Amanogawa</i> , 1-yr., whips, 2 to 3 ft...	.75				2000	<i>Taxus intermedia henryi</i> , 2-yr., T...	.35	.32½	500	<i>Viburnum lentago</i> , 1-yr., S...	.6	.08	
500	<i>Prunus glandulosa rosea</i> , 2-yr., T...	.15				1000	<i>Taxus media</i> (Halleran strain), 2-yr., T...	.30	.27½	1000	<i>Viburnum molle</i> , 1-yr., S...	.6	.08	
500	<i>Prunus Kwanzan</i> , 1-yr., whips, 3 to 4 ft...	1.00				3000	<i>Taxus media densiformis</i> , 3-yr., T...	.40	.37½	1000	<i>Viburnum opulus</i> , 1-yr., S...	.6	.08	
500	<i>Pseudotsuga douglasii</i> , 2-yr., S...	.07	.06			3000	<i>Taxus media hatfieldii</i> , 2-yr., T...	.30	.27½	400	<i>Viburnum opulus nanum</i> , 2-yr., T...	.4	.25	
500	<i>Rhamnus cathartica</i> , 1-yr., S...	.05	.04½			1000	<i>Taxus media hicksii</i> , 2-yr., T...	.30	.27½	8000	<i>Viburnum tomentosum</i> , 2-yr., T...	.6	.20	
500	<i>Rhododendron America</i> , 1-yr., grafts	1.50				1500	<i>Taxus media microphylla</i> , 3-yr., T...	.45	.40	500	<i>Viburnum tomentosum plicatum</i> , 2-yr., T...	.6	.25	
500	<i>Rhododendron hybrid</i> , seedlings, 2-yr., T...	.35				3000	<i>Thuja occidentalis</i> , 5-yr., T...	.18	.15	1000	<i>Viburnum wrightii</i> , 2-yr., T...	.9	.25	
500	<i>Rhodotypos kerrioides</i> , (scandens), 1-yr., S...	.6	.07½			2600	<i>Thuja occidentalis boothii</i> , 2-yr., T...	.25	.24	200	<i>Weigela amabilis</i> , 2-yr., T...	.6	.12	
500	<i>Rosa multiflora</i> , 2 to 3 mm., S...	.02½	.02			2000	<i>Thuja occidentalis compacta</i> , 2-yr., T...	.25	.24	2000	<i>Weigela vanleekii</i> , 1-yr., T...	.12	.15	
500	<i>Rosa multiflora</i> , grafting size, S...	.05	.04			200	<i>Thuja occidentalis elegantissima</i> , 2-yr., T...	.25	.24	1000	<i>Thuja occidentalis nigra</i> , 2-yr., T...	.30	.25	
500	<i>Spiraea Anthony Waterer</i> , 2-yr., T...	.10				1000	10 to 12 ins., TT...	.50	.45	1000	<i>Acer palmatum atropurpureum</i> , 1-yr.		.65	
500	<i>Spiraea froebellii</i> , 2-yr., T...	.10				200	<i>Thuja occidentalis plicata</i> , 2-yr., T...	.30		500	<i>Acer dissectum atropurpureum</i> , 1-yr.		.75	
500	<i>Spiraea</i> , 5 to 9 ins...	.10				2000	<i>Thuja occidentalis pyramidalis</i> , 2-yr., T...	.30	.25	500	<i>Cryptomeria Japonica lobbi compacta</i> , 1-yr.		.60	
500	<i>Symporicarpus chenaultii</i> , 2-yr., T...	.07½				1000	10 to 12 ins., TT...	.50	.45	1000	<i>Cornus florida alba plena</i> , 1-yr.		.50	
500	<i>Sorbus aucuparia</i> , 1-yr., S...	.08	.07½			800	2-yr., T...	.70	.60	5000	<i>Cornus florida rubra</i> , (Prosser)		.50	
500	<i>Sorbus</i> , 1-yr., whips, 3 to 4 ft...	.50				250	<i>Thuja occidentalis rosthornii</i> , 2-yr., T...	.30		1000	<i>Cornus florida rubra</i> , (Juniper in variety as ordered)		.65	
500	<i>Taxus brownii</i> , 2-yr., T...	.30	.27½			300	<i>Thuja occidentalis wareana</i> , 2-yr., T...	.30		5000	<i>Juniper</i> (in variety as ordered)		.50	
500	<i>Taxus capitata</i> (from seed), 2-yr., T...	.30	.27½			200	<i>Thuja occidentalis woodwardii</i> , 2-yr., T...	.30		1000	<i>Picea moerheimii</i> , 1-yr.		1.00	
500	<i>Taxus capitata</i> , 3-yr., T...	.40	.37½			600	<i>Thuja occidentalis woodwardii</i> , 6 to 10 ins., TT...	.50	.45	2000	<i>Thuja occidentalis pyramidalis</i> , 1-yr.		.45	
500	<i>Taxus cuspidata</i> , 2-yr., T...	.20	.15			2000	<i>Tsuga caroliniana</i> , 2-yr., T...	.25	.24	1000	<i>Thuja orientalis aurea nana</i> , 1-yr.		.45	
500	<i>Taxus cuspidata</i> (nana) (brevifolia), 3-yr., T...	.30	.25			1000	<i>Viburnum carlesii</i> (from seed), 2-yr., T...	.35		500	<i>Viburnum burkwoodii</i> , 1-yr.		.45	
500		.45	.40						500	<i>Viburnum carlesii</i> , 1-yr.		.45		
500									500	<i>Viburnum chenaultii</i> , 1-yr.		.50		
500									300	<i>Viburnum Juddii</i> , 1-yr.		.60		

Please note—This list of lining-out stock is accurate as of June 25, 1956. In many items the quantities are small and will be picked up quickly. Please send orders in soon to avoid disappointment. Thirty of a variety takes the hundred rate. There will be an additional charge for less than thirty of a variety. This list cancels all previous lining-out lists. Usual terms. We are wholesale only.

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visitors. From 9 a. m. to 2 p. m. there will be a demonstration of irrigation equipment at the Schuell establishment, with a barbecue lunch being served from noon to 2 o'clock.

Registration will start at 9 a. m. each day. Besides the good fellowship of the informal program, members will have an excellent opportunity to observe modern equipment and growing methods and new sales and landscaping techniques while exchanging ideas with others in the industry.

OHIO CHAPTER

The summer meeting of the Ohio chapter of the National Shade Tree Conference will be held July 19 at the Siebenthaler Co., Dayton, O., according to an announcement by L. C. Chadwick, secretary-treasurer.

A visit to the Siebenthaler garden center and other nursery areas will begin the day's program. After lunch, a short business meeting is

scheduled, and then the attending arborists will visit Carillon park, the National Cash Register Country Club, to view a recent extensive tree planting job, and the moraine nursery of the Siebenthaler Co., before returning to the garden store for adjournment.

CONNECTICUT DATE SET

Restland Farm, on Route 17, North Guilford, Conn., will be the scene of the summer meeting of the Connecticut Nurserymen's Association, July 30, starting at 10 a. m. Clam chowder and coffee will be served from 11 a. m. to 12:30 p. m. At 2 o'clock dinner will be served, providing a choice of roast beef or chicken.

Warren Richards, Clinton Nurseries, Clinton, is chairman of the program committee for the day. Also on the committee are Bruce Vanderbrook, Vanderbrook Nurseries, Inc., Manchester, and Russell Griffen,

Verkades Nurseries, New London. All nurserymen, their families and friends are invited to enjoy this day of good food, fun and friendship.

NEW YORK ARBORISTS

The executive committee of the New York State Arborists Association decided against holding a summer meeting, but to have instead a short informal meeting at the National Shade Tree Conference when it convenes at Toronto, Ont., August 20 to 24. According to Frank E. Karpick, secretary-treasurer of the New York group, the committee hoped this plan would encourage attendance at the national conference.

NEBRASKA MEETING

The Nebraska Association of Nurserymen will hold its summer meeting August 27 at Plumfield Nurseries, Fremont, and Marshall Nurseries, Arlington, Neb., both nurseries being hosts to the attending members, ac-

PEONIES

Standard 3 to 5-eye divisions from young plants not over three years old. We do not cut any flowers from our fields, so you can depend upon receiving strong healthy plants. Numbers in parentheses following flower name denote ratings of the American Peony Society on the basis of 10 as perfect.

*Especially desirable for cut flowers.

	Per 100	Per 1000
*Albert Crousse, (8.6). Pink, tinted salmon; late.....	\$ 4.00	\$ 35.00
*Baroness Schroeder, (9.0). Flesh-pink to white; midseason.....	5.00	45.00
*Duchesse de Nemours, (8.1). Sulphur-white to pure white; mid-season	4.50	40.00
*Edulis Superba, (7.6). Clear, deep pink; very early.....	3.50	30.00
*Felix Crousse, (8.4). Bright, rosy-red; late midseason.....	4.50	40.00
*Festiva Maxima, (9.3). Double, white, flecked crimson; early.....	4.50	40.00
*Fontenelle. Large, dark red; midseason.....	4.50	40.00
Frances Willard, (9.1). Blush-white; late midseason.....	5.00	45.00
Inspecteur Lavergne, (8.5). Crimson, frilled center petals; early.....	5.00	45.00
*Karl Rosenfield, (8.8). Velvety crimson; midseason.....	5.00	45.00
Lady Alexandra Duff, (9.1). Blush-pink; midseason.....	4.50	40.00
*La Perle, (8.5). Pink to creamy-white; midseason.....	4.50	40.00
Le Tulipe, (7.5). Flesh-pink; midseason.....	3.50	30.00
Le Cygne, (9.9). Large, pure white; early.....	11.00	100.00
*Mme. de Verneville, (7.9). White, flecked crimson; early.....	4.00	35.00
Mme. Emile Galle, (8.5). Light rose-pink; late.....	5.50	50.00
Mme. Jules Dessert, (9.4). Creamy-white; late midseason.....	6.50	60.00
*Martha Bulloch, (9.1). Old rose-pink; late.....	8.00	75.00
*Mary Brand, (8.7). Dark crimson; midseason.....	5.50	50.00
Mikado, (8.6). Japanese type, crimson; midseason.....	6.00	55.00
*Mons. Jules Elie, (9.2). Light rose-pink; early.....	5.00	45.00
Mons. Martin Cahuzac, (8.8). Maroon-crimson; early midseason.....	9.50	90.00
Myrtle Gentry, (9.1). Light pink; late midseason.....	8.50	80.00
Philippe Rivoire, (9.2). Dark crimson; early.....	9.50	90.00
Reine Hortense, (8.7). Rose-pink; midseason.....	3.50	30.00
*Sarah Bernhardt, (9.0). Light rose-pink; late.....	4.50	40.00
Walter Faxon, (9.3). Vivid shell-pink; midseason	5.50	50.00

PACKAGED PEONIES

For cash-and-carry, self-serve and counter sales. Smaller plants, of course, than the standard 3 to 5-eye divisions listed above, but a good value.

Put up in attractive packages, lined with laminated waterproof paper; waterproof cellophane tops. Large four-color illustration and complete planting instructions on each package. Approximate shipping weight, 1 lb. per package (Retail for 75c)..... **37½c**
Your choice of:

EDULIS SUPERBA, old rose-pink
FELIX CROUSSE, brilliant crimson
FESTIVA MAXIMA, large, early white
KARL ROSENFIELD, bright crimson
MONS. JULES ELIE, light rose-pink

Minimum shipment 50 packages in multiples of 10 of a variety.



THE WILLIS NURSERY Co.

"Your Wholesale Nurserymen"
OTTAWA, KAN.

cording to James B. Elliott, secretary-treasurer of the association.

It is planned that guests will assemble at Plumfield Nurseries in the morning to tour the fields and will then go to Arlington for lunch and a tour of the Marshall Nurseries. About 130 association members and guests are expected to attend the informal social gathering.

ARBORETUM TOUR IN OHIO

The Cuyahoga County Nurserymen's Association will meet at the Holden Arboretum, Mentor, O., July 18, for its summer meeting. Tours of the arboretum and a steak fry are on the day's program, it is announced by Fred K. Buscher, secretary of the group.

OREGON CONVENTION

A convention of the Oregon Association of Nurserymen will be held September 10 to 12 at Gearhart, Ore., at the Gearhart hotel, an ocean resort, according to an announcement by Charles H. Potter, executive secretary. The program details of speakers and activities have not yet been definitely decided.

N. L. N. A. LANDSCAPE TOUR

The annual landscape tour of the National Landscape Nurserymen's Association is scheduled for Sunday afternoon, July 15, at Los Angeles, Calif. Two buses accommodating 82 persons are to leave the Hotel Statler, go through the Wilshire district to view a large housing project and a recently landscaped department store and stop at the new Hilton hotel to look over its recent extensive landscape developments.

Better residential districts of Beverly Hills and Bel Air are to be visited and Evans & Reeves Nurseries, where refreshments are to be served, courtesy of the firm. The final part of the tour is to be a drive out Sunset boulevard to the ocean and return via Wilshire boulevard. The tour is planned to take about four hours. Tickets are required.

CONSTRUCTION was recently started of a combined nursery and garden supply center on South Osprey avenue near Bay road, Sarasota, Fla. The garden center is being built jointly by the Palmer Nurseries, Osprey, operated by Gordon Palmer, and the Florist & Garden Supply Store, Sarasota, under the joint ownership of O. K. Pike and Wayne Hibbs.

MIDNIGHT

Here, at last, is an alluring black-red hybrid tea — one with shapely buds and flowers borne in profusion on a *big easy-to-grow* plant that is vigorous, free-branching and shiny foliated. There is extra appeal in the rich fragrance of each long-stemmed bloom.

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COVER ILLUSTRATION

Malus Zumi Calocarpa

One of the best ornamental crab apples for landscape planting is the redbud crab apple, *Malus zumi calocarpa*, which was introduced into the United States from Japan by the Arnold Arboretum in 1905.

It is a rather densely branched small tree of about 20 to 25 feet and exceeds that height only after many years. The habit is semiupright, and the tree can be pruned so that a garden seat is usable beneath the branches. As a lawn specimen and along a drive or park walk it is a most desirable addition. A rounded head results from the drooping younger outer branches.

The flower appears as a pink bud, opening into a single white fragrant bloom during early May. The fruit, although not large, about one-half inch in diameter, is a bright red and appears in late August, remaining on the plant until midwinter. The persistent fruit attracts birds and is extremely colorful at a time when few plants have any ornamental value.

The redbud crab apple is an excellent plant because of its informality. It can be readily adapted to many landscape problems since it does not detract from the appearance of other plantings nearby. It is not a small tree that goes unnoticed, however, for its attractive flowers and fruit cause anyone to give it more than a passing glance. This small tree is an alternate bearer of fruit, but that should not restrict its use. As a small tree on a terrace or nearby it can please even the more skeptical.

C. E. L.

E. SAM HEMMING, Eastern Shore Nurseries, Inc., Easton, Md., has recovered successfully from a recent gall bladder operation.

HILL TOP NURSERIES, Loxley, Ala., have been purchased from J. D. Fuller by Mr. and Mrs. Roy Freeman. Mr. Fuller is the proprietor of Mountville Nurseries, Mountville, Ga.

E. F. WIEBOLDT has started the Green Thumb Nursery at Covington, Va., where he will grow trees and plants for foundation plantings, for both wholesale and retail distribution. Mr. Wieboldt has been a commercial orchid grower for the past 15 years and has 1,000 square feet of glass on the five acres operated.

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THIS BUSINESS OF OURS

Reflections on the Problems of Nurserymen

By E. Sam Hemming

BOTANY AS A HOBBY

When nurserymen make some phase of plant life their hobby, it is usually in the horticultural field, where they may grow some plant or group of plants for fun and recreation. It is not often that nurserymen follow botany as a hobby, but I have known a few, and from their enthusiasm they obviously found it a rewarding one.

The advantages of botany as a hobby are that it can be followed with all degrees of enthusiasm, time used and money spent and there are many facets of the science in which one can be interested.

Most botany hobbyists lend their energies to plant collecting, either merely locating and identifying plant specimens or else actually making a collection of pressed dried specimens or following the more modern form of photographing on color slides the living specimens growing in place.

The hobby has the advantage that it can be followed to profit and enjoyment in one's own back yard or the nearest field, meadow or wood lot. Some make an intensive study of a small area of even an acre or less and can find a surprising variety of plants.

Rare Flora

Of course, when one develops the enthusiasm that goes with any hobby, the urge is always to do the adventuresome and romantic thing and travel to one of those special spots where, because of certain ecological conditions, the natural flora is more varied, more limited or more complete than that found in ordinary places. In the eastern United States there are a number of localities that intrigue the botanist. Perhaps the most famous of all are the Great Smoky mountains in the vicinity of Asheville, N. C. There the flora is more varied than anywhere else in the country, and the area is justly acclaimed by the plant collector and tourist. Another area that attracts the botanist is the pine barrens of New Jersey. There a stunted and unique flora grows under conditions that obtain when there is virtually no topsoil. Another similar area is found in my own state of Maryland in the Dorchester salt marshes. Here

the limiting ecological factors are the salinity and the low elevation.

Wild Orchid Specimens

Botanists seeking specimens of wild orchids find the bogs associated with the Finger lakes an ideal place to hunt for them. Other spots that attract the botanist would include the Everglades in Florida and several of the islands off New England like Nantucket and the eastern tip of Long Island. One of the spots, not so well known but which I have always wanted to visit, is the northern tip of Cape Breton island in Canada where the flora is akin to that of Labrador but is still within the reach of the ordinary tourist.

Just as there are fine spots for the botanist in the east, the middle west and west have places that would obviously appeal. To those nearby, the dunes by the Great lakes, the northern Michigan woodland, the prairies, the desert, the Rockies, the Puget Sound area — not forgetting California—must all be fine places to look for plants. Some years ago I knew a nurseryman who went to the Rockies almost every summer for recreation and to hunt plants.

The hobby of botany is probably one of the less known hobbies, and its devotees wax and wane in numbers, yet whenever there is some impetus it is surprising the number of people one finds with at least a casual interest in botany. The books of Rachel Carson, "The Sea Around Us" and "The Edge of the Sea," have been such a stimulus to biology and botany.

Unknown Species

It is now only a remote possibility that a botanist will discover an en-

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tirely unknown species within continental United States, but it is possible to find types or natural hybrids that have been unknown. There is always the possibility—and satisfaction—of finding extremely rare plants. If found, they should be left undisturbed, although it does not hurt to take the seeds. The nurseryman botanist usually pursues the hobby for its enjoyment, although even here he can often benefit himself commercially by collecting seeds or, if the plants are not too rare, in transplanting them. At least in his hands they would have some chance of surviving.

Like most hobbies the one of botany can be followed in many ways, not only in plant collecting or photographing. My father always wanted to make a collection of slides of pollen, although a project like that would be better if it were done by making drawings of pollen. Similarly, drawings of other plant parts could make an interesting collection. The collection of plants or flowers could be varied by collecting seeds or leaves. More than one hobbyist has made collections of wood in the form of sections of trunk or tree and shrub and then polished them.

Like almost any hobby, botany can be taken with almost any degree of seriousness and can supply almost any degree of fun. It can encompass just a Sunday afternoon stroll with a lens and a pocket manual or, if one is a millionaire, one can organize an expedition to one of those few areas where there are still to be found plants unknown to botanists.

E. S. H.

DAWSON MEDAL TO BOERNER

E. S. Boerner, plant research director of the Jackson & Perkins Co., was presented the Jackson Dawson medal of the Massachusetts Horticultural Society by Arno Nehrling, director, at the annual American Rose Society meeting recently held in the famous 17-acre Jackson & Perkins rose garden at Newark, N. Y. The meeting was a part of the silver anniversary celebration of the Newark rose festival.

Sam McGredy, Portadown, Ireland, discussed significant trends in rose breeding in Europe, and Charles H. Perkins, president of Jackson & Perkins Co., presided.

In pointing out that the special award was for Mr. Boerner's work in breeding better hybrid tea roses and climbers, Mr. Nehrling declared that the honor was "especially for your work in developing the popular floribunda."

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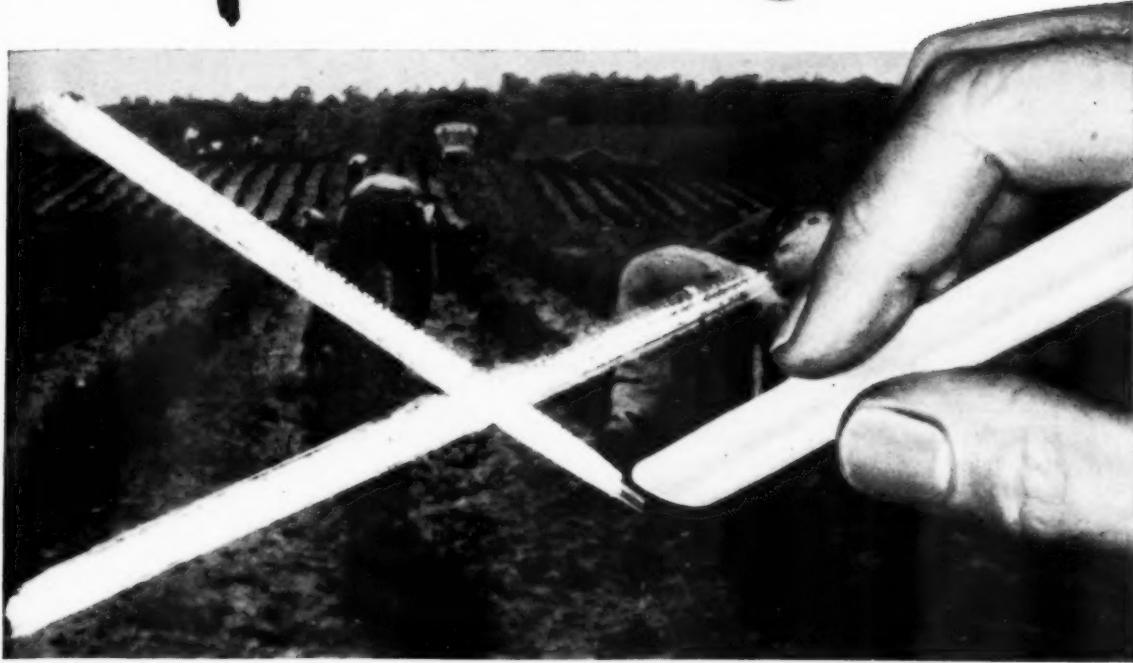
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Planting Trees That Fit

By J. W. Anderson

Utilities, with their recognized responsibilities to the community, are vitally concerned with the growing street tree problem. Fundamentally, that is a community problem, because it affects public health, safety, welfare and economics. As a matter of fact, extensive surveys of the factors involved have been conducted by utilities in various areas.

The common sense, long-term solution of the street tree problem is now clearly indicated. It is a solution that not only depends on the whole-hearted participation of nurserymen—individually and collectively—but also offers them the opportunity to broaden their services to the community, with lucrative possibilities to themselves as businessmen.

Over the centuries we have become creatures of habit. One of these habits has been to plant big trees anywhere, at any time. The end result of this habit where street trees are concerned is that in many of our towns and cities the great trees have crumbled curbs or pushed them out of line; pushed up and cracked sidewalks; damaged sewers; grown up close to homes on narrow streets, greatly overshadowing house and ground and constituting a hazard in event of windstorms. And fallen limbs tangled in utility wires result in stoppage of electrical services so necessary to modern living, as well as a stiff expense to both utility and municipality in clearing up the mess.

In the not-too-distant future, someone will have to spend huge sums of money to remove many of the big trees planted in years past and repair streets, curbs and sidewalks.

I think it is evident that all of us engaged in the business of serving the public—regardless of what our immediate responsibilities are—have a most important joint responsibility in the street tree problem.

Costly Maintenance

I have no figures on the annual cost to municipalities and property owners of the commonwealth for normal day in, day out maintenance and removal of trees, and repair of

damage to sewers, curbs and sidewalks caused by trees, but certainly it is an enormous sum. Nor do I know the total cost to the more than 200 political subdivisions served by the Philadelphia Electric Co. in restoring normal highway conditions in the fall of 1954 after the damage caused by hurricane Hazel. One municipality reported this cost at \$100,000; over the entire territory this sum must have been multiplied several times.

Neither do I have any state-wide figures on annual utility costs for tree trimming, but utilities will tell you that in spite of heavy expenditures for tree care, 90 to 95 per cent of their troubles resulting in interruptions to their customers during tornadoes, hurricanes, sleet storms,

etc., can be traced to damage to their facilities by fallen trees or tree limbs. Tremendous sums must be spent for service restoration, but equally important, all classes of customers suffer severe inconveniences and losses by being deprived of an essential service.

I can, however, illustrate the point from Philadelphia Electric Co. experience. In recent years this firm spent substantially in excess of \$1,000,000 annually for tree care, a most important item in the annual operating budget. But in spite of this year in, year out activity, hurricane Hazel resulted in service stoppages to nearly 400,000 customers for periods up to several days and, in addition, an expenditure of about \$2,000,000 was required to re-establish normal operating conditions. All the utilities of the state have had comparable experiences in recent years through hurricanes, sleet and other disruptive storms.

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Condensation of a talk given by J. W. Anderson, Philadelphia Electric Co., Philadelphia, Pa., at the street tree forum held at the annual meeting of the Pennsylvania Nurserymen's Association, February 1 and 2, at Pittsburgh.



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use of giant trees too close together in places where they have neither horizontal nor vertical space for their normal, natural development. In the words of Prof. H. O. Perkins, of the University of Connecticut, it is the natural result of planting big trees in a "flower pot." This is a situation which cannot be tolerated by the community, the public and the utility, if there is a reasonable alternative.

None of these remarks should be construed as implying that big trees should never be used. Certainly they should be—but only in places where there is adequate room for them to develop their full stature and beauty.

The Solution

The reasonable alternative for our streetsides is available in the use of trees that fit instead of forest giants. Suppose that 25 or 50 years ago small trees suited to restricted street space had been planted instead of the large trees more commonly planted. With street plantings of trees of medium and small size, the community and its property owners avoid the inevitable economic penalties that are the natural result of large trees in restricted space and can ride through storm catastrophes which would otherwise disrupt their normal living habits, sometimes with tragic consequences.

Overhead lines, both communication and power, will continue to occupy our streets and highways. Underground construction costs several times more than equivalent overhead construction, and the increased cost must be borne by the utilities' rate payers, who, of course, are the residents of the community. Further, underground lines are not, as commonly supposed, free from service interruptions, and repairs require considerably longer than for overhead construction.

This entire problem has been studied thoroughly by public bodies, who have concluded, in the words of a committee appointed by the public utilities commission of one of our states, that the placement of all facilities underground is "wholly impracticable and economically unfeasible."

The philosophy of "Trees That Fit" keynoted the first Street Tree and Utility Conference, held at Cleveland, O., March 3 and 4, 1955. Nearly 300 persons attended, representing a national cross-section of many groups interested in trees, utilities' overhead wires and street lighting. In an atmosphere of mutual understanding, the groundwork was laid for the cooperative, long-range

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solution of the street tree problem by the use of trees adapted to their environment.

Certainly this plan is the common sense solution. Many suitable tree species have been developed, and no one knows better than nurserymen about the possibilities of developing others—trees that beautify the highway with their blossoms, their foliage summer and fall, their variety of shapes; that during their life will minimize sewer, curb and sidewalk problems and when they become obsolete through highway reconstruction or expiration of life cycle, will not impose heavy expenditures for their removal. Likewise, their limited height will minimize tree care costs, and just as importantly, minimize service hazards when catastrophes occur.

A. LEDREUX, Quinton, Va., plans to start a nursery business, growing principally roses and chrysanthemums on a part of his 28 acres.

REOPENING the Wagon Wheel Nursery, 3219 Edgewater drive, Orlando, Fla., after three years, Mr. and Mrs. C. Lawson Barrett will sell stock at both wholesale and retail and operate a pet shop in conjunction with the nursery.

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MIDDLE TENNESSEE GROUP

Charles Morse, Jr., Morse Bros., Chattanooga, was elected president of the Middle Tennessee Nurserymen's Association, succeeding Grady Scruggs, Scruggs Nursery, McMinnville, at the regular meeting held at the Hillcrest Motel restaurant, McMinnville, Tenn., June 21.

Other officers elected were Hiram Stubblefield, Forest Nursery Co., McMinnville; Norman Nicholson, Commercial Nursery Co., Decherd, and Lonnie Murphy, Murphy's Nursery Co., Smithville, vice-presidents; Goldie Bouldin, Planters Nursery, McMinnville, the secretary-treasurer, and Fred Grindler, Sunbeam Nursery, Chattanooga; Tallman Boyd, Flower City Nurseries, McMinnville; Ike Hawkersmith, Ike Hawkersmith Nursery, Winchester; Clarence Braswell, Braswell Nurseries, Smithville, and James Savage, Savage Nurseries, McMinnville, directors.

Bob Boyd, Globe Nurseries, McMinnville headed a discussion on the A. A. N. convention at Los Angeles. Approximately 12 to 15 nurserymen of the area were planning to attend.

Southern Convention

Hubert Nicholson, Commercial Nurseries, Decherd, led a discussion of plans for the coming convention of the Southern Nurserymen's Association, to be held at Nashville, August 19 to 21. The Middle Tennessee group, the Nashville Nurserymen's Association and the Tennessee Nurserymen's Association are joint hosts for the convention. Mr. Nicholson said that no effort will be spared to make the convention a banner event.

John T. Boyd said that J. R. Boyd, Forest Nursery Co., McMinnville, was recuperating satisfactorily after an operation at the Mayo clinic, Rochester, Minn.

Henry Boyd, Boyd Nursery, McMinnville, led a discussion of price changes for the coming season. It was generally agreed that a price increase of about 15 per cent is needed on most items to meet the increasing

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costs of operation, although prices of some items in good supply will remain the same. Area nurserymen reported that crops were doing well, but rain was needed. June budding in the area slowed down because of smaller demand on the commercial peach trade.

The next meeting is scheduled for August 2, when the group will complete plans for the southern nurserymen's convention. R. B.

CROP-REPORTING SERVICE

Work on a crop-reporting service for five groups of nursery commodities will be launched by the federal government July 2, according to an announcement made at Washington, D. C., June 15.

Reginald Royston, chief of the horticultural statistics branch, agricultural estimates division, agricultural marketing service, United States Department of Agriculture, speaking before a group of agricultural economists, revealed that an appropriation of \$36,000 was available for the marketing project for a limited number of floricultural and nursery products.

The ultimate aims of the reporting system will be to determine planting intentions and to collect crops estimates in terms of wholesale value on an annual basis as aids to more orderly marketing practices. To the individual nurseryman, the production and sales trends in the reports that will become evident over a period of time can serve as guideposts in the conduct of his own growing operation.

As a beginning, material will be collected on coniferous evergreens, shade trees, roses (field-grown), ornamental shrubs and fruit trees. The following type of information will be developed: Number of evergreens sold the previous year; value of shade tree sales the previous year; the number of shade tree and evergreens propagated for future sales; the number of roses sold the previous year; the value of the sales of ornamental shrubs the previous year, and the number of fruit trees available for sale the coming year.

In all probability the report will carry a reference date of January 1 and will show the volume and value of sales and production figures for the previous calendar year.

In his closing remarks, Mr. Royston cautioned that the success of the entire reporting system would depend heavily upon the type of support and confidence that is received from the industry.

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PLANT NOTES HERE AND THERE

By C. W. Wood

Bush Morning-Glory

An inquiry from a Massachusetts reader about the bush morning-glory, *Ipomoea leptophylla*, gives me the opportunity of speaking at some length on a subject that has been in my mind for some time. I shall not try to resolve the differences (and they are wide) which exist about the plant. Rather, I shall give some personal experiences with its behavior in a country of short growing season and some pertinent extracts from the available literature, and then the New England inquirer and other interested growers in the north can draw their own conclusions.

The plant was first described by Torrey in 1841, when he published an account of the plants collected by the first Fremont expedition. The next record that I find of it is in the report of the Emory expedition in 1846, in which it is stated that it was found on the upper Arkansas and Canadian rivers. Since then, of course, its range has been extended from Texas ("North and West of Austin," according to Parks) and New Mexico to South Dakota. That restricts its natural range almost entirely to the dry plains and prompts me to give a description of its home as given in Emory's "Notes of a Military Reconnaissance," Washington, D. C., 1848. "The soil of the plains," he wrote, "is a granitic sand, intermixed with the exuvia of animals and vegetable matter, supporting scanty vegetation. The eye wanders in vain over the immense wastes in search of trees. Not one is to be seen. The principal growth is the buffalo grass, cacti in endless variety, and very rarely that wonderful plant, the *Ipomoea leptophylla*, called by the hunter, Man-Root, from the similarity of its root in size and shape to the body of a man. It is esculent, and serves to sustain human life in some of the many vicissitudes of hunger and privation to which men who roam the prairies as an occupation are subjected."

One would naturally suppose that this report would have corrected the error that previously had crept into the literature to the effect that the plant is an annual. Surely an annual could not produce a root of that prodigious size. But it seems to have

had little effect on the subject of longevity, for we find Meehan saying in 1879, in his essay on the plant, that he "collected it in 1871 on the line of the Arkansas river, and on drawing it out found it to come up much the same as an annual would." Meehan must have realized, though, that the plant is a true perennial, for he states in the same essay that "it is singular that Emory's own account should have been overlooked, as in it the perennial character of the plant is clearly made out . . ." One more incident before going on to the plant in gardens: Dr. Lambern, who was connected with the Continental Exposition in Philadelphia in 1876, I believe, engaged a Colorado

man to secure one of the roots to exhibit there. This man reported to the doctor that "it took two men, working with picks and crowbar, a full day to do the job."

Estimates of its value as a garden plant vary even more than its other phases. Parks, in his "Valuable Plants Native to Texas," says about it: "This plant should receive the attention of those making park and roadside plantings, as it is easily transplanted and will stand up under all weather conditions and will require but little attention. The plant has requirements of a yard beautifier." Meehan thought, after a couple years' trial, that it would do well in eastern Pennsylvania, because, he

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said, "the flowers are larger and the general vigor is greater in this specimen than in any of the plants which we saw in their wild location."

My own experience with the plant on at least three occasions was not nearly so happy as the foregoing reports gave promise. The seeds always germinated well; the seedlings gave no trouble, but the plants did not grow as a well adapted plant always does. The soil should meet the requirements as set forth by Emory; the care given the plant was surely adequate; so, the fault must have been in the climate. In any event, it never made the 3 to 4-foot, more or less prostrate growths mentioned by Parks, nor did it bear "throughout the summer and fall numerous bright pink morning-glory flowers about two inches in diameter." I have read somewhere that they appeared crimson to that writer. "Hortus" says they are pink or purple. It is possible that the color may vary in different parts of its range. It has always been purple (rather dirty purple) in my trials. Judging from these remarks, the Massachusetts correspondent will probably think that I do not care for the bush morning-glory. And he will be not far wrong, especially under the growing conditions of northern Michigan. Perhaps material from the northern part of the plant's range would do better in Michigan, and no doubt any of it would grow satisfactorily in sections where the growing season is longer and warmer.

White Trumpet Daffodil

Since I am not a daffodil specialist, I was not prepared to answer an inquiry some time ago which asked me to recommend the best white trumpet daffodil of fairly reasonable price. But I did name a good one in the answer I mailed and thought that the choice and a few words in its behalf might interest other American Nurseryman readers.

There are so many good white trumpets that it would be presumptuous on my part to point out any one as being the best of the lot, but Mount Hood can be offered for consideration with the assurance that the grower will not be disappointed by its large (to four inches or slightly more across), ivory-white perianth and creamy-white (fading to pure white), flanged trumpet. The stems grow to two feet in height, making it a most impressive daffodil.

Of course, if one wants to go into real money in white trumpets, one could start with the glorious Broughshane whose perianth is over five

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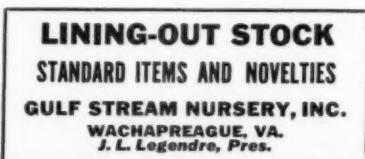
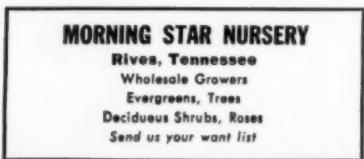
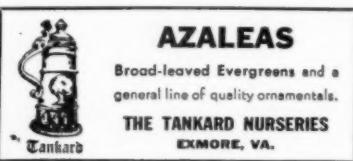
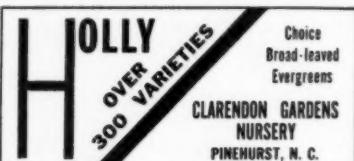
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inches across, with individual segments over two inches wide and stems well over two feet tall, and graduate to the superb, ice-white Vigil and the expensive greenish-white ones which are now coming on the market.

Darwin Tulip

Tucked away in a hidden corner of a garden that I frequently visit for new ideas of plant uses and news of new plants, I found a planting last spring that brought out another good trait in the fairly new Darwin tulip, Arabian Night, a plant of many uses in the landscape. The gardeners have what I maintained as long as I was actively engaged in plant growing—an experimental area, hidden away from the casual visitor, where all sorts of ideas are tested out. There gardeners flower this tulip with the lavender hyacinth, Grand Maitre, and the daffodil, Green Emerald, in an effort to work out good planting combinations. I suspect there had been some manipulation, by retarding and advancing the blooming dates of the three kinds, to get them all out at the same time, but I could not deny the fact that the total effect was worth the effort. It suggested to me some of the landscape possibilities inherent in this new tulip. Of course, no props are needed to prove that Arabian Night is an outstanding tulip, including its unusual, dark red color; wonderful substance which makes it able to stand abuse from the weather and last a long time in the garden or when cut; height of more than two feet, and large, perfectly shaped flowers. Anyone using tulips in his work is well advised, I think, when he is told to investigate this one.

Bearberry

There is a growing demand for ground cover plants, as every nurseryman knows, and the search goes on for new ones to offer to the public. That is a commendable procedure, because nurserymen have to give the public what it wants, what it thinks it wants or what they can induce it to want, but it is not necessary to search the world for material and come up with something like Japanese spurge, *Pachysandra terminalis*, when such splendid things as the bearberry are right at the doorstep.

It is unfortunate that the plant is burdened with the name *Arctostaphylos uva-ursi*, which the botanists have given it, but its virtues should overcome even that.

It is one of the best ground cover plants to be found in native flora, spreading its broad-leaved evergreen foliage into prostrate mats several

feet in diameter and producing, in May and June, fragrant pink flowers. These are followed by pretty, persistent, red fruits, making it a year-round ornament and a fall, winter and spring lunch counter for the birds. Bearberry is found growing in the acid soil of Michigan's northern cutover pinelands and in the acid sand of many of the lakes. That holds a hint for all who bring it into cultivation, and one soon learns that an acid, sandy soil in the garden is necessary for the bearberry to thrive. The plant grows naturally in locations having conditions of either sun or shade.

Propagation of Bearberry

It may be propagated from cuttings of new growths, about two inches long, taken in midsummer, preferably in July in northern sections, though August is said to be equally good farther south. It takes the cuttings a long time to strike if they are not treated; however, they root quickly if dipped in a good rooting compound. After treating, they should be inserted in an acid bed in shade, and they should be ready for potting by the middle of September. Bearberry should be potted in a light acid soil and wintered in a protected frame. Most neighborhood growers I have visited who are handling this item grow it in pots from the time it is taken from the cutting bed to the time of sale, following a practice that was advocated in this column more than 15 years ago.

Geranium Farreri

A recent inquiry about Geranium farreri has me rather confused. My copy of "Hortus" does not mention it at all. It is only natural that the "Cyclopedia of Horticulture" does not show it, either, for the plant apparently was not known in this country when the work was published. Another confusing factor is a note which I just found in my geranium file, evidently taken from a European source without crediting it, to the effect that the plant now known as G. napuligerum was first known as G. farreri when introduced from Tibet by Farrer. I now notice that a recent English book refers to G. farreri and G. napuligerum, inferring, I take it, that they are two distinct plants.

There seems to be further confusion in gardens about the plants in this section of geraniums, for I have received a magenta-flowered one resembling the spurious G. subcaulescens under label of G. farreri. It should not be difficult to tell the two

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apart, because the former plants, both the true and spurious, are unashamedly magenta, while farreri is a delicate soft pink, a shade with which even the purist could not find fault. The flowers of farreri are also large for the size of the plant (four inches tall), and the conspicuous black anthers further set it apart, not only as to its identity, but also as a garden plant. It all makes for a pretty ornament, one which attracts immediate attention during its blooming period, in late April and May in northern Michigan. I am sorry that I cannot resolve the farreri-napuligerum tangle for my correspondent; all I can say is that material flowered here under the two names was so similar that a gardener would not need both.

Unlike many plants from Tibet, G. farreri was fairly hardy here. It needs a well-drained soil in sun or part shade, preferably the latter, I think, if the summers are hot. And if the soil is very heavy, it would probably need scree care during winter and spring. It may be propagated from seeds, preferably in a cool house in early spring, and from cuttings taken with a heel of old wood in summer, wintering the rooted cuttings in a protected frame.

While on the geranium subject, may I add a few general observations? As I go through numerous nurseries and even through gardens whose owners pride themselves on having quite complete collections of the better plants, I am struck by the almost complete absence of hardy geraniums. It is easy to understand why they would not be found in the general nursery and especially why they should be absent from the grounds of the mass production growers, because the plants do not lend themselves to such treatment. A few species of the nature of the plant we formerly knew as G. lancastriense are easily and fairly rapidly increased from divisions, and a few may be sparingly increased from cuttings, but, generally speaking, geraniums are best grown from seeds. If you are reading on the run, do not hurriedly infer that the florists' geraniums are included in that statement, for those plants are pelargoniums rather than geraniums. Anyone who has watched over a geranium seed capsule to catch it at the right moment for harvest, only to find, when he went back a little later, that the head had split and the seeds sprung away, will understand why geranium culture is not active in a land where large and quick turnovers have become a fetish. To me, it seems to point out an

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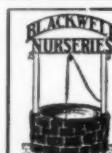
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GARDEN COUNCIL FEATURE

A special 8-page section was carried in the June 2 issue of the Newark (N. Y.) Courier-Gazette to mark the first anniversary of the forming of the Gardening Council, a nonprofit organization sponsored by five associated nursery companies to disseminate information on better gardening in America to the public and the industry. Headquarters of the council are at Newark.

Published in the supplement were congratulatory messages from Gov. Averell Harriman of New York, Mayor Milton Elzufon of Newark and officials of several civic groups and of state and national horticultural agencies.

Stating that the organization will expand its activities in 1957, one of the feature articles in the supplement also reviewed the important accomplishments of the past year. Pointed out were the wide distribution of gardening information through many media; cosponsorship with Cornell University, Ithaca, N. Y., of a seminar designed to bring together nurserymen and government regulatory officials; open-air demonstration, through member companies, of planting methods, in various cities; sponsoring of a film on proper landscaping, with Clarence Vanderbrook, research director of the council, doing the narrating, which was shown over some 71 television stations across the country; appearances of Mr. Vanderbrook on the nationally viewed NBC network home show, and a campaign to help postmasters in the handling of nursery stock.

Also of special interest in the editorial content were illustrated stories about the individual firm sponsors of the Gardening Council and the research they have done in the development of nursery practices and in plant breeding. For the ordinary reader, there were several practical articles on gardening and special plant groups.

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JULY 26 is the date of the wedding of Mary Catherine Eikner, daughter of Mr. and Mrs. Homer Eikner, Vermay Nursery, Tyler, Tex., and Ted L. Hand, son of Mr. and Mrs. Starley J. Hand, Sr., Hand Rose Farms, Tyler.

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SAN JOAQUIN CHAPTER

A meeting of the San Joaquin chapter of the California Association of Nurserymen was held at the Joaquin Club, Merced, May 17. This meeting proved informative, providing a grass roots discussion of prices and policies of the attending nurserymen. Most of those present agreed that a raise in prices is inevitable and much needed. That price setting by a group is illegal and must be avoided was an important fact brought out.

A 20-minute film on the use of the crimped nursery can was shown. This new can was shown as one step toward cleaning up nurseries and making more attractive sales areas.

M. E. Gardner, Sec'y.

PENINSULA CHAPTER

Fifty members and guests of the Peninsula chapter of the California Association of Nurserymen heard state officers tell of the services rendered by their association and executives of the San Jose better business bureau tell how to deal with unfair competition, at the June meeting at Los Altos.

Nine prospective members were interested listeners. They were Joe, Nick and Tony Cherolis and Jack Peterson, of Joe's Nursery, Colma; Lee Gallion, who is opening a new nursery in the Almaden district of San Jose; Arthur Chalton, owner of the San Carlos Nursery, San Carlos; John Van Auken, partner in the recently opened Palo Alto Gardens, Palo Alto, and Charles and Kay Holtz, owners of the Greenleaf Nursery, Mountain View.

John Coulter, vice-president and program chairman, opened the all-business meeting by introducing Donald C. Perry, state president, and Elmer Merz, state executive-secretary, who explained the many functions of the C. A. N., including legislation (screening some 5,000 state bills), publicity (resulting in 46,000 inches of garden stories annually in California newspapers) and the insurance program (workmen's compensation, health and accident and life).

Mr. Perry dwelt on the advantages

of the annual June refresher course at California Polytechnic College. He gave a resume of the recent course, one of the most successful, and advised all present to make it a habit to attend.

Mr. Coulter then introduced Wesley Strauss, manager of the San Jose better business bureau, and his attorney, Antonio Anastasi. Followed a blow-by-blow account of a successful encounter with an unscrupulous nursery operator who failed to obtain a close-out sale license and indulged in misleading advertising. Mr. Strauss pointed out that in addition to the better business bureau, a city or county must have protective

ordinances and enforcement officials who will cooperate with the bureau swiftly and aggressively when called upon.

C. A. N. ESSAY CONTEST

The California Association of Nurserymen is sponsoring an essay contest for freshmen, sophomores and juniors enrolled in the current semester in ornamental horticulture at the California State Polytechnic College, San Luis Obispo and San Dimas, the University of California at Davis and Los Angeles, and Fresno State College, Fresno.

Subject of the essay contest is "The Nursery Industry as a Career." The essays may deal with any phase of the nursery business — plant propagation and breeding, nursery administration, management, salesmanship or others. Essays are to emphasize the reasons why the writer has chosen a particular subject and the factors that he considers most

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CALIFORNIA NOTES

Roger Sohner, recently elected president of the Western chapter of the National Shade Tree Conference, is promoting the support of the local tree surgeons of a film which would be professionally made, would give information about trees and tree care and could be shown at meetings of garden clubs and similar organizations. It is reported that about \$25,000 would be needed for the project.

Carr's Nursery, Garden & Pet Supply Store held a reopening celebration at Mount View June 9 and 10. The business was opened about eight years ago by Mark Carr, who later took in with him his brother

PACIFIC COAST NURSERY

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PORTLAND ROSES
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WHOLESALE

**AMERICAN and HOLLAND
GROWN BULBS**

229 Oak St. RIDGEWOOD, N. J.

Gordon as a partner. The firm now has over 4,500 square feet of store space stocked with all the needs of the pet and home garden enthusiast and a 5,000 square foot lath house, where container-grown ornamentals are sold.

Premium schedules for the nursery divisions of the San Mateo county floral fiesta have been released.

L. L. Mitchell, who calls on the nurserymen in the bay area for John Davis, Menlo Park tree surgeon and distributor of dusters and fertilizers, has returned from two weeks of active duty at the Travis air base. Mr. Mitchell is a captain in the air reserve forces.

Maunsell van Rensselaer, director of the Saratoga Horticultural Foundation, Saratoga, has been released from the hospitalization caused by a heart attack and is now at his home.

Max Leonard, San Mateo county commissioner of agriculture and one of the pioneer residents of Redwood City, has moved to a new home at Belmont. The California Arborists Association is planting trees on the property in appreciation of his many years of service to the group.

W. B. B.

SEVENTH ROSEDALE STORE

The seventh store of Rosedale's Nurseries, with headquarters at Monrovia, Calif., recently was opened at 1313 East 17th Street, Santa Ana. Completion of this latest store makes Rosedale's Nurseries one of the largest retail nursery chains in the country.

The story of Rosedale's Nurseries began in 1927, with one small lath house at Monrovia. Since then the retail operations have expanded to include branches at Glendale, Encino, Los Angeles, Pomona and La Habra as well as at Santa Ana, and to make the nurseries one of the world's largest producers of container-grown stock.

Owner Harry Rosedale, born in Denmark into a family whose members for generations had been nurserymen and market gardeners, came to the United States at 18. By then he had been three years an apprentice to a Danish nurseryman and was a journeyman. Arriving on the east coast, he traveled by train across America to Oakland, Calif., where a relative and his United States guarantor lived, and then promptly obtained work with the California Nursery Co. at Niles. After spending a year in northern California he went to work in the south, for the Armstrong Nurseries, at Ontario.

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Harry Rosedale left Armstrong's after two years, in 1927 joining in a partnership with Louis Deigaard, a boyhood friend, to open the first small nursery at Monrovia under the name of Rosedale & Deigaard Nurseries. In 1930, the two young men acquired a third partner, and the Monrovia Nursery Co. was incorporated. Three years afterward, having bought out the interest of the third man, H. V. Larsen, Harry Rosedale and Louis Deigaard decided to break up their partnership and operate independently.

Mr. Rosedale retained the Monrovia property, added land for growing stock and through the years worked to improve stock by careful propagation and to extend his holdings. Then, in 1939, the nursery and stock were completely destroyed in heavy rains that struck the area.

It was then that wholesale dealers who supplied the Monrovia company offered to fill Mr. Rosedale's normal stock requirements without charge. Starting anew, Mr. Rosedale negotiated purchase of the Pioneer Nursery, Monrovia, and in the early 1940's began the expansion of the retail division of Rosedale's Nurseries with the opening of the first branch store at Glendale in 1943.

Now the chain of seven modern stores supplies complete nursery services, including landscape advice, garden equipment and Rosedale's pedigreed plants, to customers in their localities, and further expansion is planned, according to Charles Crum, general manager of the nurseries. Carlton Konowitz has been appointed manager of the new store.

REGISTRATION PROPOSAL

A public hearing for California nurserymen was held at Sacramento, Calif., June 28 by the nursery department of the California state department of agriculture. The meeting was of interest to nurserymen growing deciduous fruit trees and grapevines, since consideration was given at the time to the adoption of proposed regulations for the registration of both cherry trees and grapevines as rootstock and top stock sources for the propagation of nursery stock. Such trees and vines, when inspected, tested and found free from serious virus diseases, would be registered by the department. The programs would be optional and supported by fees paid by the participating nurserymen. Hearing for the cherry tree program was scheduled at 10 a. m. in the Conference room and for the grapevine program at 2 p. m.

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Steele's 1956 Mastodon Seed will be sold only in the Originators' Pack. Any seed not in the Originators' Pack is not genuine Steele's.

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Fruit Tree Seedlings

**Apple, Pear, Mahaleb, Mazzard
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Specialties

**Moraine Locust (Pat. No. 836)
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Combination carlots for eastern distributing points during shipping season.

SOME OF THE FINEST MAPLES EVER

Price Each
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8 to 10 ft., branched	\$2.00
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Ready for immediate shipment, L.C.L.
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ROSES — Field Grown

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Hardy and semihardy varieties,
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OREGON NOTES

A meeting of the committee in charge of entertainment of visiting nurserymen on a special train bound for the Los Angeles A. A. N. convention arriving in Portland July 11 met at the Portland Wholesale Nursery Co. the evening of June 14. Paul Van Allen, Portland Wholesale Nursery Co., chairman, reported that everything was in readiness for the event and that nurserymen had responded well financially. The special train, carrying approximately 200 persons, nurserymen and their families, was scheduled to arrive at Portland at 7 a. m. July 11. Local nurserymen expected to join the visitors for breakfast at the Multnomah hotel at 7:30 o'clock and then transport the visitors in cars to nurseries and scenic spots of the area. A cocktail hour was planned at 4:30 p. m., and then the group was to be transported by buses to Washington park for a big salmon barbecue in the garden theater. A social evening was planned, after the barbecue, at the Multnomah hotel, with refreshments and dancing until the visitors entertained at 11 p. m. Train passengers had been advised in advance by letter of the plans for their entertainment at Portland.

Melvin Moller, Moller's Nursery, Fairview; Martin Holmason, Pacific Coast Nursery, Portland; Amos Rich, Rich & Sons Nursery, Hillsboro; Paul Van Allen, Portland Wholesale Nursery Co., Portland; W. Gerber, Gerber Gardens, Lake Grove, and B. Miller, Milton Nursery Co., Milton-Freewater, all of Oregon, joined Washington nurserymen at a meeting with fruit growers of the Yakima, Wash., area June 12. The purpose of the meeting was to make a survey of the big November freeze damage and appraise the demand for trees which will be made on nurserymen. Whereas in some areas damage ran from light to medium, other districts suffered a complete kill of the orchards. The demand for young trees will be exceedingly heavy this year, and nurserymen will likely be pressed to fill the demand.

Mr. and Mrs. Robert Walker, Holgate Nursery Co., have been enjoying a visit with their daughter and grandchildren, who reside in Texas.

The Nelsons, Nelson's Rose &

ROSES
Top-quality, northern California, field-grown, patented and standard bush and tree roses. Write for list and prices.
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CLARKE'S PANSY SEED

Produces superior plants in separate colors and in mixture for your discriminating customers.

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DOERFLERS have five solid acres of True Dwarf Buxus and Buxus Semperfervirens, perfectly sheared to globe, pyramid and column, up to 7 ft.

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One of the leaders in canned stock as well as field-grown.

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Our 1956 catalog lists the most comprehensive collection of northwest-grown species and hybrids available.

Hardy Cyclamen a specialty.

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We specialize in the newest, hardy rhododendrons available in liners and sizes; also the extremely hardy, newer azaleas. Ask for price list.

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L. H. LARSEN, proprietor of Larsen's Greenhouses, Yakima, Wash., has sold the greenhouses and plans retirement.

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Instructions for the August 1 issue must be received by Friday, July 13.

Forms for August 15 issue will close Friday, July 27.

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Coral Bells, hinodegiri, etc., in 3 to 5-in., \$350.00 per 1000; 4 to 6-in., \$450.00 per 1000. Grafted and own-root indicias.

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AZALEA LINERS, SPRING DELIVERY
Out of 2-in. pots: Amoena coccinea, Coral Bells, Carmen, Delaware Valley White, hinodegiri, Herbert, Palestina, Rose Bud and Snow.

In flats, 60 to a flat: Amoena coccinea, Coral Bells and hinodegiri. Prices on pot-grown and flat-grown Azaleas.

\$14.00 per 100, \$125.00 per 1000.

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AZALEAS, 2 1/2-IN. BUSHY PLANTS
Hexe, hinodegiri, Salmon Beauty, Snow \$15.00 per 100, \$145.00 per 1000.

Hexe de Saffelare, Rose Pericat,

Sweetheart Supreme

\$16.00 per 100, \$150.00 per 1000.

Eriogonum, Gardenia, Gaura, Alba, Salmon Perfection, Constance, MacCorcoran, Pres. Roosevelt, Mother of Pearl.

\$17.00 per 100, \$160.00 per 1000.

Special price on large quantity.

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Rooted cuttings, transplants, budded field-grown plants, 2-in. and 3-in. liners.
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RASPBERRY PLANTS

Place your orders now for fall or next spring deliveries.

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Prices on Durham, up to 3/16-in., \$55.00 per 1000; 3/16 to 1/4-in., \$65.00 per 1000; 1/4-in. up, \$75.00 per 1000.

Latham, Gatineau and September Everbearing, up to 1/4-in., \$65.00 per 1000; 1/4-in. up, \$75.00 per 1000.

New Amber yellow Raspberry, very sweet; medium size, \$75.00 per 1000; large, 1/4-in. up, \$95.00 per 1000.

All above priced F.O.B. No charge for packing.

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of IRISES and HEMEROCALLIS.
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Rooted divisions.

Pepita, white Pompon, low-growing.... \$6.00

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Galahad, white; Blue Bird, dark blue; Summer Skies, light blue; King Arthur, purple and mixed colors. \$11.00 per 100, \$100.00 per 1000. Pink Astolat, \$12.50 per 100. All from 2-in. pots. Excellent coldhouse stock. Ship now or later.

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Each, per 100

Arborvitae, American	\$6.00
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Juniperus hetzii glauca	.08 1/2
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2 1/4-in. bands, well rooted: Taxus, cuspidata, Sediens, browni, hicksii. \$15.00 per 100.

100 J. blue pfitzeriana, 2 1/4-in., heavy, 35c.

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Sprayed with Parathion 3 times annually. Potted in special clay peat fertilizer mixture. Grown in open lath house or outside frames. No light, soft greenhouse-grown stock.

Each, 100 \$100

Arborvitae, American, dark green.

1-yr., 6 to 7 ins. \$0.27 \$0.25

Arborvitae, globe woodwardi, 1-yr.27 .25

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Juniperus pfitzeriana armstrongii, 1-yr., 6 to 7 ins.27 .25

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Taxus andersonii, 2-yr., 6 to 9 ins.34 .32

Taxus cuspidata, 2-yr., 6 to 9 ins.34 .32

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Euonymus alatus compactus, 2-yr., 6 to 7 ins.22 .20

Korean Boxwood, 1-yr., 3 ins.22 .20

Viburnum, leather-leaved; 2-yr., 6 to 9 ins.34 .32

pots, 6 to 9 ins.34 .32

Viburnum burkwoodii, 1-yr., 4 to 5 ins.37 .35

From flats, growing outside in lath house. Ready for delivery now.

These extra hardy, outside-grown cuttings can be potted any time, spring, summer, fall. No soft greenhouse-grown stock.

Boxwood, Korean, hardy, 3 ins. \$0.11 \$0.10

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Arborvitae, pyramidalis, 5 to 6 ins.13 .12

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Taxus hicksii, 5 ins.13 .12

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Terms: 2 per cent discount. PACKING AND BOXING FREE for cash with order. Our stock guaranteed 100 per cent satisfactory or return within 6 days for full refund, plus full shipping charges paid.

250 plants of each variety at 1000 rate.

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Out of 2-in. pots, \$17.50 per 100, \$150.00 per 1000. F.O.B. Elizabeth, N. J.

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VINCA MINOR

(Periwinkle, running Myrtle)

Tops in ground cover. Fresh, hand-clumped, 15 to 25 canes. Shipped in sphagnum and ventilated cartons. \$50.00 per 1000.

ENGLISH IVY (HEDERA HELIX)

Huskay, bare-root, \$55.00 per 1000.

Pachysandras, \$55.00 per 1000. Honey-suckle, vining (Japonica halliana), \$45.00 per 1000.

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Per 100

Ajuga genevensis \$5.00

Ajuga, red leaf 10.00

Ajuga, variegated 20.00

Euonymus coloratus, 6 to 12 ins. 10.00

Euonymus vegetus, 4 to 6 ins. 10.00

Blue Plantain Lily, 2-yr., field-grown. 10.00

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Euonymus 100 1000

Radicans coloratus, 1-yr. \$15.00 \$135.00

Radicans coloratus, 2-yr. 20.00

Kewensis, 1-yr. 22.00

Kewensis, 2-yr. 22.50

Patens, 1-yr. 15.00

Patens, 2-yr. 25.00

Mohle Meadowland Nurs., Gt. Meadows, N. J.

It's
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Root
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It's
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Dep

JULY 15, 1956

49

VINCA MINOR (HARDY MYRTLE)

The perfect ground cover

Per 100 Per 1000

Division liners	\$1.00	\$ 8.00
Medium crowns	3.00	25.00
Heavy crowns	5.00	40.00
Clumps, 10 to 20 leads	6.00	50.00
Write for our new 24-page catalog.		

LOWELL H. McGEE NURSERIES

P. O. Box 341 McMinnville, Tenn.
Phone 3351**GROUND COVERS**

For summertime landscaping

EUONYMUS F. coloratus, 2½-in. pots, 1-yr.
PACKED IN PEAT POTS. Ready to plant.
\$12.50 per 100, \$110.00 per 1000.

CUNNINGHAM GARDENS, INC.

Walton, Ind.

PACHYSANDRA TERMINALISStrong rooted cuttings, \$4.00 per 100, \$37.50
per 1000; \$35.00 per 1000 for any order of
5000 or more. Prompt shipment now through
November.DUNWOODIE NURSERIES
6 Smart Ave. Yonkers, N. Y.**AJUGA GENEVENSIS**Large clumps, 100, \$12.50; 1000, \$110.00.
Mohle Meadowland Nurs., Gt. Meadows, N. J.Pachysandras 100 1000
Large 1-yr. transplants \$5.50 \$50.00
Mohle Meadowland Nurs., Gt. Meadows, N. J.**PACHYSANDRA TERMINALIS**Strong 1-yr. field-grown, \$65.00 per 1000.
HILLCREST GREENHOUSES, Franklin, Pa.**HARDY PLANTS****RUSSELL LUPINES**Extra large, field-grown seedlings.
Very choice. Ready for shipment.
\$5.00 per 100, \$40.00 per 1000.

Cash with order or C.O.D.

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1024 Chicago Road Allen, Mich.**HELLEBORUS NIGER**

(Christmas Rose)

Our own grown.

3-yr. transplants

\$50.00 per 100.

\$450.00 per 1000.

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Turner Rd. Newport, R. I.

ASTER FRIKARTIPer 100
Strong rooted cuttings \$12.00**LYTHRUM MORDENS PINK**Strong rooted cuttings 6.00
PLANE VIEW NURSERY
Newport, R. I.**America's Best Source**

for Hardy Plants Is

THE WAYSIDE GARDENS

Mentor, Ohio

Write for Trade List.

Pansies, perennials and rock plants in wide
variety. Send for catalog.FITZONKA'S PANSY FARM & NURSERY
Bristol, Pa.WELLER'S BETTER PERENNIALS
WELLER NURSERIES CO., Holland, Mich.

Write for trade list.

HONEYSUCKLES**HONEYSUCKLES**Lonicera japonica Halliana, extra-heavy
No. 1, 3 and 4-yr., 18 to 24-in. field plants,
3 to 6 leads, \$40.00 per 1000; lighter grade,
\$30.00 per 1000; sample 100, \$4.00. Experi-
enced labor for grading and packing quan-
tity orders. Immediate shipment. No order
too large. Phone: 500W5.

ROBINSON NURSERY CO., Greenville, Ga.

IVIES**ENGLISH IVY (HEDERA HELIX)**Our super quality, large-leaved strain.
Approved landscape architects' standards.

Grown in the sub-zero snow belt.

Booking orders for fall shipment.

Per 100 Per 1000
2½-in. pots (2 per pot) \$12.50 \$110.00
Free packing, cash with order.**BABCOCK GARDENS**

II. 3 Jamestown, N. Y.

BALTIC IVYHardiest Ivy. Fine for wall or ground
cover. True stock. Well-rooted plants. Deliv-
ery now or later. 25 per cent down to reserve.
Rooted cuttings, \$6.50 per 100, \$60.00 per 1000.

2-in. pots, \$12.00 per 100, \$110.00 per 1000.

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Russell Breeze, R. 3 Delaware, O.

LINING-OUT STOCK**FINER LINERS OF ORNAMENTALS**To buy the best is not only good business—
it's thrifty. FINER LINERS are best for
many reasons. Send for your free copy of
our current catalog of ornamental aristocrats,
featuring Acer to Viburnum.

JOHN VERMEULEN & SON, INC.

Dept. AN 15 Neshanic Station, N. J.

LINING-OUT STOCK

Per 100 Per 1000

Taxus capitata, 1-yr., S.	\$ 5.00	\$40.00
transplants, 1-yr., S.	6.00	50.00
2-yr. S.	10.00	90.00
Pot-grown grafts, shipping now. Per 1000		
Acers, lycimnia, atropurpureum	\$75.00	
Betula lacinifolia (Curtleaf Birch)	60.00	
Carpinus betulus fastigiata	60.00	
Cornus florida rubra Prosser	65.00	
Cornus florida weitch var.	65.00	
Hamamelis mollis	50.00	
Pinus cembroides	60.00	
Retinospira obtusa gracilis	50.00	
Viburnum carlesii	50.00	
Viburnum juddii	50.00	
Viburnum burkwoodii	50.00	

Special prices on large quantities.

VERKADE'S NURSERIES, Wayne, N. J.

EVERGREENS

Blue Hetz Juniper, 6 to 8-in. bare-root

Pfitzer Juniper, 6 to 8-in. bands \$0.08

Spreading Jap. Yew, 6 to 8-in. bands20

DECIDUOUS BARE-ROOT

Regels Privet, 8 to 10 ins.03%

Spiraea fimbriata, 4 to 6 ins.03%

BROADLEAFS, bare-root

Euonymus coloratus, 8 to 10 ins.03%

Euonymus patens, 8 to 10 ins. small leaf04

Variegated-leaved Honeysuckle vine08

PEREGRINS

Carnation Crimson King05

All prices are at 1000 rate, 300 or more total order. Less than 300, add 2¢ per plant.

McINNICH GREENHOUSES
St. Joseph, Mo.**LINING-OUT STOCK**

Buxus japonica, 2-yr., 2½-in. pots, 6 to 8 ins. \$35.00

Ilex buxifolia, 2¼-in. pots, 6 to 8 ins. 40.00

Ilex microphylla, 2½-in. pots 35.00

Ilex bullata (convexa), 2½-in. pots 45.00

Ilex rotundifolia, 2½-in. pots 25.00

Lonicera pileata, 2½-in. pots 16.00

Nandina domestica, 2½-in. pots, 12 to 14 ins. 35.00

Retinospira crispae, 2¼-in. pots, 8 to 10 ins. 35.00

Taxus cuspidata, 2¼-in. pots 25.00

Taxus cuspidata, nana, 2½-in. pots 30.00

Taxus capitata, 2¼-in. 12 to 14 ins. 30.00

Taxus media, 2½-in. pots 25.00

Taxus fastigiata, 2½-in. pots, 6 to 8 ins. 25.00

Free packing for cash with order.

TOWSON NURSERIES, INC.

P. O. Box 175 Cockeysville, Md.

LINING-OUT STOCK OF EVERGREENS

Taxus capitata, field-grown.

Taxus hicksii, field-grown.

Taxus canadensis, field-grown.

Ilex rotundifolia and convexa bullata.

Rooted cuttings, now ready, \$5.00 per 1000.

Bed-grown, bushy plants, \$35.00 per 1000.

Ask for complete list and prices.

DIRKMAAT AZALEA FARM

P. O. Box 452, 516 Stevens Ave.

Ridgewood, N. J.

LINING-OUT STOCK

Each, 100 1000

Ilex convexa, 6 to 8 ins. \$0.30 \$0.25

Ilex hetzii, 8 to 10 ins.40 .35

Ilex rotundifolia, 6 to 8 ins.30 .25

Ilex rotundifolia, 8 to 12 ins.40 .35

Grown 2 years in beds, planted 8 ins. apart.

Taxus cuspidata, 6 to 9 ins. \$0.30 \$0.25

PIERIS japonica, 6 to 9 ins. \$0.30 \$0.25

GERARD K. KLYN, INC., MENTOR, O.

Wholesale Rose Growers and Nurseries

Route 3 Jamestown, N. Y.

P.Y.RACANTHA COCCINEA LALANDI

Strong 1-yr., 2¼-in. pots, T. 6 to 8 ins.

\$22.50 per 100. Immediate shipment. Free

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Strong 1-yr., 2¼-in. pots, T. 6 to 8 ins.

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Strong 1-yr., 2¼-in. pots, T. 6 to 8 ins.

\$22.50 per 100. Immediate shipment. Free

packing for cash.

LABELS**DAHLIA OR TREE LABELS**

		Priced per 1000
3 1/2 x 5 1/2 ins.	notched (not wired)	\$2.50 \$3.00
3 1/2 x 5 1/2 ins.	wired (copper)	3.30 4.10
4 x 5 1/2 ins. (cartons 1000 each)	3.30 3.95	
5 x 5 1/2 ins. (cartons 1000 each)	3.60 4.30	
6 x 5 1/2 ins. (cartons 1000 each)	3.90 4.85	
8 x 5 1/2 ins. (cartons 500 each)	6.00 7.20	
10 x 5 1/2 ins. (cartons 500 each)	7.00 8.50	

GARDEN STAKES

		Price per carton
8 x 5 1/2 ins. (cartons 250 each)	2.50 3.00	
10 x 5 1/2 ins. (cartons 250 each)	2.75 3.25	
12 x 5 1/2 ins. (cartons 100 each)	1.75 2.00	

EVERMARK PENCILS

The original label marker. 1 doz. 7-in. pencils per box, \$1.25.

Our labels are perfectly white and smooth on both sides and are produced by growers the best and most economical.

"We ship the same day."

YOHO & HOOKER

Youngstown 2, O.

ORCHID SUPPLIES

OSMUNDA, mixed. Bu. \$2.00. Prof. bag, \$1.00. Standard bale, f.o.b. Houston, \$11.00; 2 for \$21.00. Standard bale, f.o.b. Florida, \$8.00; 2 for \$15.00.

DIFTEX, a safe DDT spray. Qt. \$3.50; gal. \$11.00.

WALL TYPE POT HANGERS, hold up to 4-in. pots. Rust-resistant. Space savers. Each, 25c; doz. \$2.75; 50, \$10.00; 100, \$18.50.

BACTO ORCHID AGAR (Difco). 1/4 lb., \$3.85; 1 lb., \$14.00.

SHREDDED WAX PAPER, protect your blooms and plants when packing and shipping. Lb. 65c; 10 lbs., \$5.50.

PRICED F.O.B. Subject to change without notice.

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PEAT MOSS**VAZACO BRAND PEAT MOSS**

Fine horticultural German peat moss. Packed in 7 1/2 cubic foot bales. 8 slats, 4 wires, brand new burlap, makes VAZACO peat moss your best buy. Ask now for prices.

VAN ZANTEN & CO.
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Philadelphia 44, Pa.
Phone Victor 8-1406-6

EXTRA! Also ask for 1956 prices on Holland bulbs. We guarantee highest quality and lowest price.

HOLLAND PEAT MOSS
"BRODELF" quality. Just arrived. Standard burlapped bales, \$3.65 each; 10, \$34.25. Priced F.O.B. Houston.

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PLASTIC FILM**POLYETHYLENE FILM**

All prices per sq. ft. Quantity discount: .0015 thick, \$0.01; .002, \$0.012; .003, \$0.02; .004, \$0.025. F.O.B. Cincinnati, O.

ROUGH BROS.
Dept. AN, 4227 Spring Grove Ave.
Cincinnati 23, O.

CALIFORNIA COURSE

[Continued from page 12]

pecially in the possibilities of the prepackaged potted plants and cut flowers. Student theses covering such topics as year-around mum production; prepackaging studies; mist propagation; the use of hormones on ceanothus and street tree programs were on display.

Dr. Logan Carter, head of the soils science department at California Polytechnic showed slides of plants being grown for a study of the effect of trace elements. This study was made possible by a grant from the Destruoxol Corp., Pasadena, and

PLANT TIES**THE NEW FADE-PROOF QWIK-TIES**

Now made of colorfast plastic for the florist trade. Semi-invisible, economical, easy to use. Packed in cartons of 10,000 Per carton

4-in. \$10.00
8-in. 18.00
12-in. 27.00

Postage paid when cash with order.

Carton lots only!

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Phone Morsemere 6-4956 or 6-5821 and 5899

Quick — Convenient — Cheap!
Selling through the Classified Ads
of the American Nurseryman.

PLANT TUBS**UTILITY PLANT TUBS**

Made from New England White Pine
F.O.B. F.O.B.

STAINED GREEN New Hampshire Chicago

Top dia. Depth Per 100 Per 100

7-in. 7-in. \$1.75 10-in. \$2.00

8-in. 5-in. 2.50 9-in. 2.50

8 1/2-in. 6 1/2-in. 2.50 9 1/2-in. 2.50

9-in. 6-in. 2.50 10-in. 2.50

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187-in. 188-in. 2.50 189-in. 2.50

Robert Kallman, Kallman's Garden Nursery, Santa Barbara, and Duane Munger, Munger-Hanson Seed Co., Fresno.

Panel talks covered such topics as sale of allied lines and pet supplies and the value of good will. After the talks, the panel members asked for questions from the audience and were bombarded with timely queries.

After lunch, President McPhee awarded diplomas to 25 nurserymen, bestowing the bachelor of garden science degree upon those who had attended four years.

The afternoon session was devoted to viewing the movie, "Rosarama," produced by Mount Arbor Nurseries, Shenandoah, Ia., and a discussion of "Mist Propagation" by Howard C. Brown, head of the ornamental horticulture department at California Polytechnic. Points covered by the discussion included a brief history of mist propagation, types of misting installations, advantages of mist and limitations of mist propagation. The discussion was followed by a display and demonstration of several misting systems at the horticulture department greenhouses. H. C. B.

ARBORISTS' MEETING

After the business session of the June 20 meeting of the California Arborists Association at Redwood City, President George Hood, Palo Alto, took over as speaker of the evening. His topic, illustrated with slides, was "Trees." Mr. Hood showed pictures, taken mostly at Palo Alto, of shade trees in parkways and home gardens. Some trees were perfect in their environment and were well cared for; others were improperly placed and needed care.

At the end of the talk, Mr. Hood showed a few slides brought by Frank Nolan, Palo Alto tree surgeon. These were taken in southern California and showed the different terrain and native vegetation of that area. Others were taken in Yosemite National Park, the site of the 1957 conference of the Western chapter of the National Shade Tree Conference.

While tentative dates for the 1957 chapter meeting have been given as May 8 to 10, an attempt is being made to get the reservations at the park for a week later, because many members feel that the early May dates will come at a busy time for those who do commercial spraying.

During the business meeting, some time was devoted to a discussion of the Palo Alto conference held last May. Most of the comments on the meetings were favorable. It was gen-

For year-round profits use them—sell them



$\frac{1}{2}$, 5, 25, 50, 100 lbs.
in double plastic-burlap bags
and clear plastic bags.

PREMIER PEAT MOSS

Premier Peat Moss is the *best-known, best-selling product in its field—and the best-packaged, too!*

Display Premier's moisture-proof, rot-proof plastic bales—big-value bales—colorful bags and cartons!

Use and sell Premier now—for the best soil conditioning . . . mulching . . . transplanting . . . seedbeds.

Extra Fine SOIL X-PEDITER

Premier Soil X-pediter is so fine in texture that it flows freely, spreads easily and feeds roots faster.

Display Soil X-pediter—in double plastic-burlap bags and clear plastic bags—colorful, clean, eye-catching!

Premier Soil X-pediter is a fast seller at a high markup and established retail prices.

Get Premier's dependable service—backed by Premier's superior resources! You can order an assortment of any or all of these packages—Premier Peat Moss and Soil X-pediter—and get them all in the same shipment.

Imported Premier European Peat Moss also available in 3 sizes burlap bales

Write, wire or phone for prices now

PREMIER PEAT MOSS CORP., 535 FIFTH AVE., NEW YORK 17, N. Y.

WHY try to cool a whole greenhouse when only the plant leaves need cooling?

The HUMIDOMIST SYSTEM of Intermittent Misting cools the leaves by evaporation.

No fans

No wet pads

No pumps

Low expense for equipment, installation, operation.
Order a sample package unit, Style No. 674 for misting a bench 4x100 ft., using
50 lbs. water pressure.

20 Type T-16 twin discharge Humidostat nozzles	\$40.00
10 Style No. 653 pipe clamps with tees and elbows	11.00
1 Electric water valve, $\frac{1}{2}$ -in. pipe with strainer	26.50
1 Style No. 1-M adjustable interval electric timer, controls misting for several seconds each minute	17.50

Add 2% for delivery west of Mississippi River.
Circular on request.

\$89.00

SUPREME ELECTRIC PRODUCTS CO., 194 Vassar St., ROCHESTER 7, N. Y.
The HUMIDOMIST SYSTEM has proved profitable in propagating work.

EVERGREENS, by L. L. Kumlien. How to select, plant and care for evergreens.
91 p., illus. \$1.50 postpaid. American Nurseryman, 343 S. Dearborn St., Chicago 4, Ill.

WANTED and FOR SALE ADS

Help and Situation Wanted and For Sale Advertisements.

Display: \$4.00 per inch, each insertion.

Liners: 35¢ line; minimum order **\$3.50.**

HELP WANTED

EXPERIENCED PROPAGATOR

Large midwestern wholesale nursery has opening for experienced propagator to take full charge of production of nursery stock from seeds, cuttings, grafts, etc. Excellent facilities including greenhouses and coldframes. When writing give full particulars about self, including references. Address Box 302, care of American Nurseryman.

HELP WANTED

Salesman to call on nurserymen, florists, seedsmen and landscape gardeners west of the Mississippi, selling complete line of nursery stock for large midwestern wholesale nursery. Expenses, drawing account and commission. For full details, write Box 268, care of American Nurseryman.

HELP WANTED

LANDSCAPE SALESMAN

We need a man qualified in design, drawing plans, etc., to call on our customers. Salary until established, then commission.

We have a good sales area, 400 acres of nursery stock, and have been in business over 100 years. If interested write direct, giving your past experiences and references of former employer.

HILLENMEYER NURSERIES
Lexington, Ky.

HELP WANTED

FOREMAN AND SALESMAN

Experienced man needed to manage men and meet customers. Must have a good knowledge of material and be able to dig and fill orders. Can use college graduate and the ability to draw plans would be helpful. Good starting salary with a share in the profits and opportunity for advancement. Give references and experience. Write Box 300, care of American Nurseryman.

HELP WANTED

General manager in charge of production for expanding southern nursery. Good facilities, pleasant working conditions. All replies kept strictly confidential. Our employees know of this ad. Write to Box 290, care of American Nurseryman.

HELP WANTED

Here is where employers and employees meet! If you are seeking competent help, place your proposition before interested parties by inserting an advertisement in this department. You can do this for only \$4.00 per inch.

HELP WANTED

Well-established landscape nursery, in northern Indiana, has opening for landscape designer with ability to estimate, draw plans or act as crew foreman where necessary. Must have good knowledge of plant material and be able to handle men and customers. Four-room modern home on nursery premises available to applicant. State salary desired, qualifications and enclose recent picture.

SCHUELL NURSERIES
R. 4, Box 240 South Bend, Ind.
Phone: CE 4-0444

HELP WANTED

Thirty-acre landscaping nursery has opening for nursery foreman. Must be able to handle men and have full knowledge of general nursery maintenance and preparation of plant material for landscaping crews. Propagating experience would be an advantage but not a necessity. Four-room modern home on nursery premises available to applicant. State salary desired, qualifications and enclose recent photo, unless applying in person.

SCHUELL NURSERIES
R. 4, Box 240 South Bend, Ind.
Phone: Central 4-0444

BUSINESS OPPORTUNITY

Opportunity for experienced nurseryman, with some cash to invest in business with option to buy, to take full charge of well-established retail nursery, growing and selling general line of ornamental shrubs, bedding plants, etc. Address: WIDOW, P. O. Box 1870, Montgomery, Ala.

SITUATION WANTED

Young man, single, U. S. citizen, now living in Central America, desires to relocate. Has M.S. degree in horticulture and can speak Spanish. Experienced in tropical agriculture (cacao propagation). Details upon request. Reply to Box 303, care of American Nurseryman.

WANTED TO BUY

Modern garden center and nursery. Must gross \$50,000 or upward. Replies held in strictest confidence. Address replies to Box 291, care of American Nurseryman.

FOR SALE

Used complete greenhouses. Used greenhouse materials, glass, pipe, valves, etc. Greenhouses bought for wrecking.

SEABOARD GENERAL SUPPLY CO.
1080 Magnolia Ave. Elizabeth, N. J.

FOR SALE

One of the finest and oldest nurseries in the central part of Pennsylvania, containing 34 acres of evergreens, roses and general nursery stock; two modern brick homes and other buildings in conjunction with a fine modern nursery. Owner retiring from business and will sacrifice.

Write:

L. WILLIAM BORLAND
424 Allegheny St.
Hollidaysburg, Pa.

FOR SALE

GREENHOUSE

Lord & Burnham greenhouse, 36x90-ft. pipe frame. Cast-iron gutters on one side. Brand-new aluminum Bar-caps. Overhead and side vents. Cypress bars. All wood and glass in excellent condition. Knocked down. For further information write to: BARNES ROSES, INC., Rts. 2 and 6, Huron, O.

FOR SALE

Nursery, greenhouse and garden center complete with stock, equipment and 5-room modern home. Ten minutes from Ft. Wayne, Ind. Thriving business located in fast-growing community.

BAKER'S NURSERY
New Haven, Ind.

FOR SALE

2½-acre nursery and salesyard ideal for couple. Perfect location to grow canned stock—free water supply. Only 50 miles to St. Louis market. 5-room house, truck, stock and tools, all for \$15,000.

UNION NURSERY CO.
Union, Mo.

FOR SALE

Growing wholesale-retail nursery and bedding plant business. Greenhouse, stock plus 20 acres of fertile soil, equipment and 3-bedroom home. Excellent location on federal highway near growing Wisconsin community. Priced to sell. Write Box 306, care of American Nurseryman.

FOR SALE—3½-acre nursery, well established in fast-growing town in Westchester county, 20 miles from New York City. Small greenhouse-propagating house, frames, deep frame and new, 2-story, 25x25-foot barn. Choice, ready nursery stock. Bargain at \$36,000; terms. Owner retiring. Address Box 304, care of American Nurseryman.

FOR SALE—Used 20-lb. tins, \$50.00 per 1000 in carload lots. F.O.B. Beulah, Mich. Car average 5000-tin capacity. Cans cleaned before loading. For freight rates see your local agent. Lids available at \$15.00 per 1000. Samples on request. PET-RITZ FOODS, Beulah, Mich.

FOR SALE—8-acre perennial nursery, 28 miles from New York city. Fully equipped and well-established trade. Good house, garage and outbuildings. Price: \$40,000.00. Write to Box 305, care of American Nurseryman.

FOR SALE—Evergreen nursery, landscape and retail trade. Includes equipment, modern home and other buildings. Located on the Alliance-Minerva road. Good reason for selling. Price \$36,000. G. M. MALONE, R. D. 3, Minerva, O.

erally agreed that the panel sessions should include more time for discussion after the leaders had completed their formal remarks. Several persons expressed the idea that the 1957 meetings should stress the use of trees in home gardens. It was further requested that the membership as a whole be made better acquainted with the national parks and monuments and that plans be made to have greater emphasis placed on these conservation activities.

The secretary was instructed to write a letter to the officials at the University of California at Berkeley expressing regret that Dr. William Metcalf, of the department of entomology, had to retire at the end of June, because of age rules. The secretary was also instructed to thank Dr. Metcalf for the unselfish interest which he had taken in the problems of those who were interested in ornamental trees.

The next meeting will be held July 18.
W. B. B.

TREE-PLANTING CONTROL

At Palo Alto, Calif., where he lives, Paul Von Kempf, of the Pacific Nursery, Colma, heads a committee which is making a new approach to street tree planting. With Mrs. Mary Gordon, landscape architect; C. E. Grant, Pacific Telephone district engineer; Charles Raudebaugh, Palo Alto newspaper reporter and well-known amateur flower grower; Frank Nolan, Palo Alto tree surgeon; Kathryn Imlay, landscape architect; Victor Weltzin, arborist; H. T. Wittbeck, city engineer; I. T. Johnson, assistant city engineer; Paul Crum, parks superintendent; Joe Boza, assistant electrical engineer; Harold May, chief engineer for gas, water and sewers, and Elinor Cogswell, Palo Alto Times, Mr. Von Kempf is developing a tree-planting plan which will provide a wide variety of trees in a new subdivision. One objective of the plan is contrast through leaf forms and colors.

The present plan in Palo Alto is to have deciduous trees on the north and south streets and evergreens on the east and west avenues. Whole blocks are planted with the same type, with the deciduous trees where they are desired to allow sunlight on the lawns and homes during the winter.

In addition to variety in foliage and form of the trees of the new plantings, interference with utility lines above the ground and pipes of all kinds underground is being considered. Another factor being taken into consideration is the breaking or

TAKE THE WORD OF LEADING NURSERYMEN WHO KNOW AND CHOOSE **HELLER-GRO**

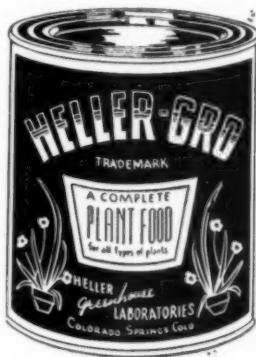
**The Complete Plant Food Made from USP Chemicals
PRESCRIPTION QUALITY**

"I now use Heller-Gro in conjunction with about 80 per cent of my foliage spraying" . . . Craig L. Halvorson, Halvorson Tree Service, Pittsfield, Mass.

"Heller-Gro will not burn" . . . Karl Amalia, Amalia Tree Surgeons, Inc., Manchester, Mass.

"Heller-Gro has now been fed to all the trees in Audubon Park, including the famous old live oaks" . . . George Douglas, Supt., Audubon Park, New Orleans, La.

Heller-Gro is a concentrated paste plant food that is compatible with all insecticides. It produces sturdy root growth and luxuriant, deep green foliage. It helps you get that "well-fed" look in lawns, trees, flowers and shrubs—helps you restore the vitality that comes only with good plant nutrition.



REPRESENTATIVES

Norco Garden Products,
95 King St., E., Toronto, Ont.
Canada.

Gordon H. Knowles,
20 St. Albans Ave.,
Newtown Square, Pa.

Sold in 3 1/4-oz. tubes,
1-lb. cans, 3-lb. cans, 50-lb. pails
WRITE FOR FREE TRIAL SAMPLE

HELLER-GRO is composed entirely of USP chemicals.
HELLER-GRO dissolves easily and completely; never forms a residue.
HELLER-GRO solution will not burn roots or foliage.
HELLER-GRO may be used for root or foliar feeding.
HELLER-GRO is compatible with all insecticides.

HELLER GREENHOUSE LABORATORIES

218 E. Pikes Peak Ave.

COLORADO SPRINGS, COLO.

TREES FOR AMERICAN GARDENS, by Donald Wyman. 745 recommended trees, 1600 species and varieties. \$7.50. American Nurseryman, Chicago 4, Ill.

WOOD LABELS

For Nurserymen

**DAYTON FRUIT TREE
LABEL CO.**

Ray and Kiser Sts.
DAYTON, O.

EDCO IRON

The new chelated organic iron
Recommended for Chlorosis of
Azaleas, Gardenias, Citrus, Roses and
similar plants.
1 or 2-lb. bags \$2.00 per lb.
10-lb. drums 1.50 per lb.
50 or 100-lb. drums. \$1.10 per lb., de-
livered.

Usually applied at rate of $\frac{1}{4}$ to 1 oz.
per 100 sq. ft.

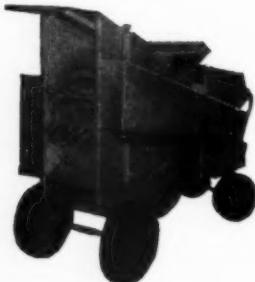
DIRECTIONS ON LABEL
Dept. 4

EDCO CORP.
ELKTON, MD.

KEMP the original SHREDDERS

KEMP, the shredder line preferred by professional growers everywhere for two-thirds of a century, has a shredder to fit your particular requirements. From the smallest operation to the very largest application, a KEMP will shred (not grind) your soil to the perfect texture for every job.

Prices start at \$94.50 and capacities range from 2 to 40 cubic yds. per hr. Ask for new informative literature and the names of KEMP users near you.

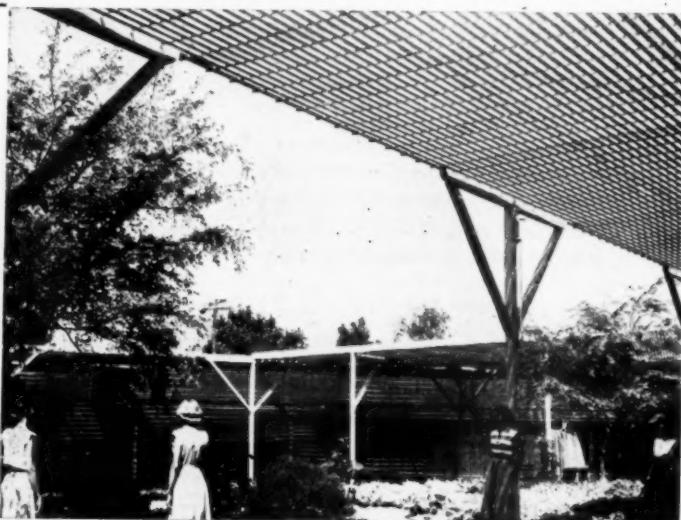


KEMP MFG. COMPANY
SINCE 1890
ERIE, PA., U.S.A.

Dept. 18

1027 East 20th Street

Erie, Pennsylvania



UNIFORM SHADE YOU REQUIRE ASSURED
with ALUMALATH—all aluminum

For Ten Feet or Ten Acres

HARRY H. REYNOLDS

2561 Valencia St., SANTA ANA, CALIF.

PERFECTION MARKERS ARE BETTER

for Park Trees, Display Gardens, Field use or Greenhouse Pots or Benches. Proven by thousands of users, and every one a booster! You'll like them, too. They will stand for years at one marking, or may be changed any number of times for various markings. Send for catalog and prices of the complete PERFECTION LINE.

The S-W Supply Co., B. 23, Girard, Kas.

Cut
shows
Plant
StakeBALED SHINGLE TOW
(CEDAR SHAVINGS)

WM. A. JOHNSTON

1522 N. W. Thurman St. PORTLAND 9, ORE.

heaving of the sidewalks by the tree roots. Palo Alto's city manager, Jerry Keithly, said that he is interested in this phase of the new planning as the city is sued on an average of three times each month by persons who fall on broken sidewalks, and the city admits responsibility if it has patched the sidewalk or has taken other steps to eliminate the problem short of taking out the tree.

Liability Shift

Homeowners often resist tree removal, and the city has adopted a system for handling the case when it feels a tree should be removed and the owner refuses to grant permission to do so. In such cases, the city will leave the tree in place if the owner assumes responsibility for any accidents which may result. He is required to buy insurance against sidewalk falls and other tree-caused hazards and specify that the city is not liable. Just what the situation is in case of the sale or transfer of the property after the agreement is made is not clear.

There are other cases where an owner refuses to allow a tree to be planted in the parkway in front of his home. In such cases no tree is set out, but if an approved tree is already in the parking, the city will not remove it just because the homeowner objects to it. However, if the tree is damaging the sidewalk it will be removed at the owner's request.

W. B. B.

GARDEN CENTER OPERATION

[Continued from page 9]

There are some dangers, however. If the saving you claim is exaggerated, not many readers will believe you. For the purpose of discovering how far advertisers can go in employing exaggerated or fictitious comparative prices and still meet credulity on the part of the customer, the better business bureau, Pittsburgh, Pa., in cooperation with Duquesne University at Pittsburgh, made a study of the subject that was published in 1954.

A special poll in 1949 revealed that the public would accept an average reduction of 26 per cent, but if the saving claim was more than 50 per cent, nearly 98 per cent rejected it. "Exaggerated or misleading" were the words used by 77 per cent of the public to describe their opinion of comparative prices. When such phrases as "greatest sale in America" or "lowest prices in town" were used in advertisements, they were unbelievable to 95 per cent of the public.

If you state that certain plants

Ball Better Pots and Paks

Grog Ball
INC.
WEST CHICAGO,
ILLINOIS, U. S. A.



Proven Uses of Alumipots* and Alumipaks*

ALUMIPOTS*: Foliage plants; Blooming plants such as African violets, pot mums, begonias, azaleas, geraniums, primulas, etc.; spring plants such as fancy petunias, lantana, coleus, ageratum, annual phlox, etc.

ALUMIPAKS*: All types of bedding plants—annuals and vegetables.

ALUMIPOT* PRICES

Available in plain silver or colors: Red, green and gold.

	2½-inch		3-inch	
	Plain	Colored	Plain	Colored
Per 1000	\$19.30	\$22.60	\$25.05	\$30.10
2000 to 8000				
10,000 to 48,000	18.05	21.15	23.55	28.30
50,000 to 148,000	16.80	19.65	22.20	26.65
150,000 to 498,000	15.65	18.35	21.15	25.45

2½-inch packed in cases of 1000 (12 lbs.) and 2000 (23 lbs.).

3-inch packed in cases of 1000 (20 lbs.) and 1500 (28 lbs.).

PRICES NET, F.O.B. WEST CHICAGO, ILL.

Reynolds

ALUMIPOTS* and ALUMIPAKS*

The Modern Way to Sell Plants!
Grow Top-Quality Plants in Bright
Attractive Packages

Light Weight
Long Lasting

- Easy to Store
- Less Watering

Clean and Disease Free

Broad-based Pots for Stability

A growing-selling container—no need to repot or
dress up for selling

- Unbreakable
- Saves Labor

	Plain	Colored	Dimensions 4½ x 8½ x 4½ inches deep. Adequate drain holes in bottom.
Per 1000	\$41.25	\$49.90	
10,000 to 90,000	39.30	47.50	Ideal for a dozen marigolds, tomatoes, etc.
25,000 to 49,000	37.30	45.10	
50,000 to 99,000	35.60	43.05	Write for prices on larger sizes.
100,000 to 249,000	32.50	38.10	Packed in cases of 1000 (34 lbs. per case). Minimum order 1000.

*TRADEMARKS, Reynolds Metals Company

Send for Free Samples. PHONE: 299

advertised at a reduced price were formerly offered at a high price, be sure that the claim is true. Otherwise you will be guilty of misrepresentation, which is dishonest and reprehensible. Eventually such unfounded claims will react against you. Above all, keep your advertising honest.

Newspaper ads should not be overcrowded. Such ads are likely to be passed over by the reader because they are hard to read. White space is sometimes more effective than type. It makes your message stand out from competing material. It is best to try to put across only one idea in each ad. Ads with only one well-presented idea will make a deeper and more lasting impression than those that try to sell several ideas.

Timely Advertising

When should one advertise, how often and with what size ads? Those are questions that confront every advertiser, and there are no pat answers to them. Obviously, a garden center operator will do most of his advertising during the planting season in his area. In the southern states this might be almost the year around. In the central states there are planting seasons in the spring

HAND TRUCKS

Especially built for handling
B&B nursery material. Are
built in three sizes, with
capacity up to 1500 lbs.

Illustrated is our small
model truck. One man
can easily handle 600-lb.
ball.

Write for folder giving
details and prices.



THE GARDEN SHOP, Inc.

6315 West 75th St.

Overland Park, Kansas

Phone Niagara 2-4838 (Kansas City, Mo.)

LATH

F. A. MCKENZIE MFG. CO.
AVINGER, TEX.

A. M. LEONARD & SON
PIQUA, OHIO

Knives - Shears - Pruning Tools
Nursery Spades - Grafting Supplies
WRITE FOR CATALOG

"...our labor payroll has been reduced and our soil sales have been doubled"



"...only regret that we had not bought a Royer sooner"

NELSON BROS., CHICAGO.

Nelson Brothers, landscape contractors, purchased a Royer NCYP-EG Shredder a year ago and, as you can see, they are enthusiastic about its operation. Mr. Harold Nelson says that they condition a mixture of soil and old sod containing a considerable amount of trash with this tractor bucket fed unit at a cost far less than with previous methods.

This new "Y" Series (up to 150 cu.

yds./hr.) provides high capacity production wherever materials are to be shredded, mixed, aerated or reduced in particle size. Available in portable and stationary models, gasoline engine or electric motor driven.

There is a Royer to provide uniform, correctly textured compost or top dressing for you at low cost . . . no matter what your needs may be. Write for details.

ROYER foundry & machine co. 
182 PRINGLE ST., KINGSTON, PA.

"BRODLEAF" Imported HOLLAND PEAT MOSS

- ★ THE ROOTS SCREENED OUT.
- ★ YOU GET THE BEST PART —
- ★ THE PEAT FLAKES.

Carlot Inquiries Invited . . .

Also Ask for Special Offer Holland Burlap Squares.



HALF MOON MFG. & TRADING CO., INC.
90 WEST STREET—NEW YORK 6, N. Y. Telephone BARclay 7-8357

TINA KNIVES AND SHEARS

are superior to any other German brand, including a once well-known, pre-war German brand.

GREENHOUSE AND NURSERY SUPPLIES

AMERICAN FLORIST SUPPLY CO.
1335 W. Randolph St. CHICAGO 7, ILL.

and again in the fall, while in the northern states nearly all planting is done in the spring.

The effective life of a newspaper ad is very brief, usually only a day or two. Therefore, the garden center operator should do most of his advertising when the prospective purchaser is likely to react promptly. For example, you would not advertise peonies in June for planting in September, but when peony planting time comes you should advertise them for immediate purchase. If you are planning a special offer of some kind for the week-end, you would not advertise it on Monday or Tuesday but on Thursday or Friday, the day before the offer goes into effect. Timeliness is one of the chief characteristics of newspaper advertising.

Successful advertisers will tell you that persistence is essential in newspaper advertising, as it is in all advertising. Ads that appear at rare intervals, even large ones, are not so effective as smaller ads that appear more frequently. The reader has to be reminded constantly that you are in business and that you have what he needs. Keep everlastingly at it during the planting season or whenever you have merchandise or services to sell.

Week-End Sales

Advertising every day in a daily paper probably would be much too costly, especially in the larger cities where space rates are high. As a rule, garden centers do their biggest volume of business on week-ends. Accordingly, your ads will be most effective if they appear at the end of the week. Some garden centers that stay open on Sunday find that advertising in Saturday evening or Sunday morning editions is very effective.

Copies of your ad should be posted in conspicuous places in the garden center. Customers who are drawn to your place by an ad may have forgotten exactly what it was that attracted them. The posted ad will refresh their memories and will also benefit those who are already in the garden center but failed to see the ad in the paper. Department stores commonly follow the practice of posting their ads, usually at the foot of escalators or near the entrances to elevators.

Measuring the effectiveness of newspaper advertising is difficult and at times practically impossible. Suppose you were to advertise a plant that you did not have in stock previously. If there was an immediate response in the way of brisk sales for

HERE IS WHY NURSERYMEN PREFER MENNEPOTS



Superior Strength

Sturdily constructed, the MENNEPOT withstands hard handling.

Stapled Bottom

Comes completely assembled . . . Potting can start immediately upon arrival.

Light Weight

The MENNEPOT is economical to use. Light weight makes shipping costs less.

Drainage

The side-drainage feature makes waterlogging impossible while standing in salesyard.

Size 0	Top 4 ins. Bottom 3½ ins. High 4 ins.
Weight per 100	
Regular 10 lbs., Heavy 25	
Regular Weight Price	
100, \$2.75 1000, \$25.00	100, \$4.00 1000, \$32.50
Heavy Weight Price	Heavy Weight Price
100, \$3.75 1000, \$35.00	100, \$5.25 1000, \$50.00

Size 1	Top 6 ins. Bottom 5½ ins. High 6 ins.
Weight per 100	
Regular 15 lbs., Heavy 35	
Regular Weight Price	
100, \$4.00 1000, \$32.50	100, \$4.50 1000, \$42.50
Heavy Weight Price	Heavy Weight Price
100, \$5.25 1000, \$55.00	100, \$5.75 1000, \$55.00

Size 2	Top 7 ins. Bottom 5½ ins. High 7 ins.
Weight per 100	
Regular 24 lbs., Heavy 55	
Regular Weight Price	
100, \$4.50 1000, \$42.50	100, \$5.00 1000, \$47.50
Heavy Weight Price	Heavy Weight Price
100, \$5.75 1000, \$55.00	100, \$6.25 1000, \$60.00

Size 3	Top 8½ ins. Bottom 6½ ins. High 8½ ins.
Weight per 100	
Regular 39 lbs., Heavy 70	
Regular Weight Price	
100, \$5.00 1000, \$47.50	100, \$5.50 1000, \$50.00
Heavy Weight Price	Heavy Weight Price
100, \$6.25 1000, \$60.00	100, \$6.75 1000, \$62.50

Distributors

NEW YORK

Jackson & Perkins Co., Newark, N. Y.
Gar Prod., Inc., Queens Ave., Lindenhurst (Long Island), N. Y.

OHIO

Skoll Distributing Co., 560 E. 99th St., Cleveland, O.

PENNSYLVANIA

I. G. Harmon & Son, 1800 19th St., Canton 4, O.

NEW JERSEY

E. C. Geiger, North Wales, Pa.
Verscharen's Garden Centers, Rt. 51, Brentwood, Pittsburgh, Pa.

MICHIGAN

Rt. 88 S. Park, Pittsburgh, Pa.
New Jersey Farm Supply, 449 Market St., East Paterson, N. J.

RHODE ISLAND

Somerset Rose Nursery, Inc., New Brunswick, N. J.

CANADA

William Bell, 4002 Montgomery Ave., Detroit, Mich.

Grovers Exchange, Inc., P. O. Box 397, Farmington, Mich.

Strickland Seed Store, 1429 Gratiot Ave., Detroit, Mich.

American-Dutch Trading Co., Inc., P. O. Box 177, Cranston 10, R. L.

The Sheridan Nurseries, Ltd., Sheridan, Ontario, Canada.

that item, you probably are correct in concluding that advertising did the trick. The ad may have attracted new customers, not only for the advertised plant but for other merchandise. The effect of advertising is cumulative—the longer and more consistently you advertise the greater the results are for a given investment, and it is important to advertise regularly.

Advertising Costs

Garden center operators who are starting in business are faced with the problem of deciding how much to spend for newspaper advertising. As has been pointed out previously, garden centers located in out-of-the-way places will have to spend more for advertising to create customer traffic than those that are on busy highways. Experienced garden shop operators like to work on a budget. The percentage set aside for advertising varies a great deal. The longer the business has been established the smaller the percentage that may be required for advertising—the result of the cumulative effect of advertising. As much as 10 per cent of gross sales has been spent by some garden center operators new in the business and located away from busy traffic ways. Others long established find

500 of a size takes 1000 rate in sizes 0-1-2-3-Pan. Regular weight pots packed 100 and 200 per carton in sizes 1-2-3-Pan. Size 0, 250 only. Heavy pots are packed 250 per carton in size 0; 100 per carton in size 1; 50 per carton in sizes 2, 3, Pan and 4, and 20 per carton in size 5. NO BROKEN CARTONS.

SEND \$1.00 FOR COMPLETE SET OF 12 SAMPLES.

MENNO S. MENNES NURSERIES

NORTH TONAWANDA, N. Y.

Phone LUdlow 4444

Prices Vary Slightly in Areas Serviced by Distributors
DISTRIBUTORSHIPS OPEN IN SOUTHERN STATES

Move potted stock safely, easily, in NEW CLOVERSET "HANDY CARTS"

Built for our own use in delivering stock from retail salesyard to customers' cars; sure do speed up cash-n-carry operations! Easy-rolling and well-balanced carts of lightweight expanded steel with ball-bearing wheels; hold plants safely upright even when covering rough ground.



\$27.50

F.O.B. Kansas City

BED: 30x24x6 ins.; shipped in carton slightly larger with wheels, handle and bolts. Specify truck, freight or express. Shipping weight, 54 lbs.



CLOVERSET FARM, Dept. A
105th & Wornall Rd.,
KANSAS CITY 14, MO.

Ship Handy Carts. Check enclosed (or bill my account).

Mail information about Cloverset Pots and Rose & Garden Dust.

Name

Firm

Address

Cloverset
Farm

105th & Wornall Rd.,
Kansas City 14, Mo.
. . . makers of CLOVERSET POTS and
Cloverset ROSE & GARDEN DUST

**SMASHING
PERFORMANCE**
**FOR GIVING
NEW LIFE TO
YOUR SOIL**

**PORTABLE MODEL 2-XB**

\$184.50 complete with
2½-h.p. Briggs & Stratton
reversible starter
engine or \$128.50
less engine and belt
guard. F.O.B.
Wichita.

**MODEL 4-EV WITH DETACHABLE
ELEVATOR**

Grinder and elevator
detach so each can be used
separately. \$752.40, com-
plete with two
engines. F.O.B.
Wichita.



There is no other compost grinder that can compare with the W-W Compost Grinder and Soil Shredder. It comes equipped with interchangeable rollers and grinding screen so that, with the rollers in, you can shred organic matter properly for composting or mulch . . . or, with the screen in, you can make potting soil and top-dressing and you can mix compost, mulch or other fertilizer with your soil. It literally turns leaves, twigs, stalks, prunings and manure into gardener's gold. It handles practically everything . . . reduces it to the desired texture . . . and rejects only the unwanted trash.

Write for Literature and Dealer's Name.

W-W GRINDER CORP.

DEPT. F WICHITA, KANSAS

NURSERY MAGIC
BALL 500 to 2000 TREES PER DAY
CULTIVATE 6 FOOT STOCK EASILY
UNDERCUT FASTER THAN A MAN CAN WALK
DIG BARE ROOT TREES INDIVIDUALLY
SPRAY CHEMICALS AND FERTILIZER



1 MACHINE
Does Every Nursery Job

Write Today for Further Information

JIFFY BALLING CO.
LONG LAKE, MINNESOTA

Greenwood 3-9191, 12 Miles West of Minneapolis on Highway 12

Send for samples and
prices of "NO-ROT" Green
Burlap. Write today to:
NEW YORKER BAG & BURLAP CO.
851 Marshall St., Elizabeth, N. J.

GREENHOUSE INSURANCE

Phone Collect

EDWARDSVILLE, ILL. 234

they can get by with an advertising budget of 3 to 4 per cent of gross sales.

A practical method that could be followed by beginners in the business is to estimate the volume of sales for the first season. Then set aside a certain percentage of that amount for advertising—probably not less than 5 per cent nor more than 10 per cent. This involves a risk of course, but what business does not?

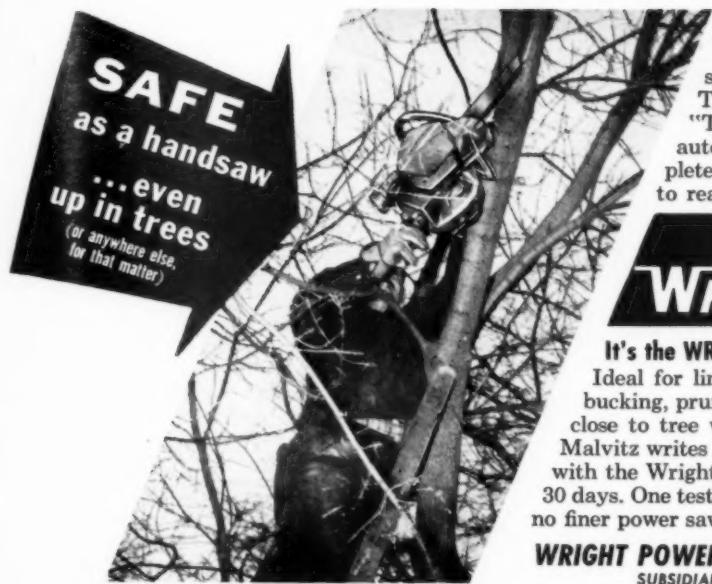
Radio Advertising

Of course, you will want to consider radio as a medium of advertising. There are no rules or criteria that can be set forth to enable you to determine whether radio would be a good medium for you. Usually the most effective radio advertising is that involved in sponsored programs. The program must have a wide popular appeal to make the contingent advertising profitable. Such programs usually are expensive. Most of the nursery stock sold in garden centers is bought by women customers. Because of this, radio advertising should be directed to women listeners in both content and timing.

The cost of advertising on television is high. Unless a garden center enjoys an unusually large volume of business and has a generous amount budgeted for advertising, it is doubtful that television advertising would be profitable. Some garden centers are testing it, but because of the cost the time on the air is brief—too brief to test the medium accurately. Most garden center operators find newspaper advertising more rewarding than either radio or television. Eventually, when color television becomes the rule, the nursery business may be able to capitalize on the natural appeal of colorful flowers, foliage and fruit.

Direct Mail

Direct-mail advertising is used profitably by many garden centers. This sort of advertising, like all others, must be planned carefully and intelligently. The first requirement is a mailing list. The temptation is to get the list in the easiest and cheapest way, such as copying the telephone directory or the city directory. Such lists usually are of little value and may become a liability if much money is spent circularizing them. Mailing lists, insofar as is possible, should be made up of names of persons who are interested in your merchandise. The best way to build them is to record the names and addresses of customers on standard 3x5 filing cards. One of the advantages of making



Ben Malvitz using the WRIGHT SAW at full power while perched in a tree. No other power saw is safe off the ground.



See it at the A. A. N. Convention—Booth 76, Statler Hotel, Los Angeles, July 15 to 19.

out sales slips for all sales is that you will learn the names and addresses of your customers. Other advantages will be mentioned later. You can also add the names of individuals who may not be customers, but who might become customers if their business was solicited.

Mailing pieces such as cards and folders should be timely, of good quality and preferably illustrated in color. The postage costs just as much for a cheap mailing piece as for one of quality. Your literature will be of no value to you unless it is read by the prospect. The use of best quality paper, printing and illustrating is the surest way of insuring that your message will be read.

The cost per piece of having quality mailing pieces printed to order, especially in color, will be high, probably higher than could be justified. Several horticultural printing companies prepare mailing pieces to carry in stock, and these can be purchased in any quantity at reasonable prices. The mailing pieces usually are devoted to one group or class of plants such as roses, fall bulbs, shrubs, etc., and are illustrated in color. Blank spaces are left for printing your own copy and prices.

"The WRIGHT SAW is the only power saw I would consider using up in a tree," says Ben Malvitz, owner of the Malvitz Tree Removal Company, in Wisconsin. "The safety guard on the blade, safety automatic cut-off switch, light weight, complete absence of grabbing or kicking add up to real safety!"

the new, improved **WRIGHT POWER SAW**

It's the WRIGHT SAW for all your needs.

Ideal for limbing, bucking, notching, felling, under-bucking, pruning . . . cuts through a pinch easily. Cuts close to tree without injuring bark. Smooth cut. Mr. Malvitz writes that he doubled his average day's income with the Wright Saw—that it paid for itself in less than 30 days. One test in the field will convince you that there's no finer power saw made—at any price.

WRIGHT POWER SAW AND TOOL CORPORATION

SUBSIDIARY OF THOMAS INDUSTRIES INC.

Executive Offices: 410 S. Third St., Louisville 2, Ky.
Plants at Ft. Atkinson and Sheboygan, Wis.; Hopkinsville and Princeton, Ky.; Los Angeles, Cal.

SEND THIS COUPON FOR FREE FOLDER

WRIGHT POWER SAW AND TOOL CORP., Sheboygan, Wis., Dept. 29G

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

**English Type
RAIL and HURDLE
FENCE**

2, 3, 4 or 5 Rail.
Can be painted or allowed to age naturally without cost for upkeep. SCREEN TYPE PICKET FENCE shown in alternate issue.

PROFITS For Nurserymen!
YOU SELL FENCE
We Carry Inventory

ALL TYPES—From large Estates to Small Homesteads.

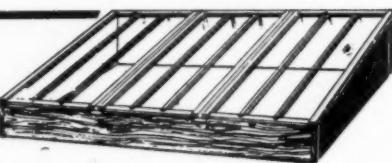
FOR LONG LIFE—Entire Fence—(both posts and rails) treated with nationally known—**PENTA PRESERVATIVE**

WOOD PRODUCTS CO., Toledo, Ohio

Some garden centers send monthly letters to their customers. These can be purchased as stock items from horticultural printing firms and usually take the form of illustrated folders printed on good paper and devoted largely to landscaping. Others prepare their own monthly letters which gives them an opportunity to slant the contents toward

their own merchandise and services. Letters devoted entirely to plugging merchandise and service are tiresome and will have little reader acceptance. They should give helpful information for all sorts of gardening subjects, such as the proper time to plant, when and how to prune, what diseases and insects to watch for and how to control them. New varie-

ELECTRIC HOTBEDS



These Redicut Hotbeds are made of No. 1 Pecky Cypress full 1 in. thick. The back is 18 ins. high; the front is 12 ins. high; the ends slope (see drawing above). Easy to install. The sash will slide down or up for ventilation.

	Complete with Glazed Sash and Rafters	Add for Automatic Electric Heating Unit
3 x 4 feet	\$15.00	\$17.56
6 x 4 feet	25.00	22.28
9 x 4 feet	36.00	22.28
12 x 4 feet	44.00	29.74
15 x 4 feet	55.50	29.74
6 x 6 feet	33.10	22.28
9 x 6 feet	47.90	29.74
12 x 6 feet	60.45	34.46
15 x 6 feet	75.25	58.82
18 x 6 feet	87.80	58.82

Now you can grow plants all winter and root cuttings fast for a few cents a day with thermostatically controlled, invigorating, uniform heat so necessary for optimum growth. Lead-covered cable and automatic thermostat by General Electric. Satisfaction guaranteed. Heating units can be purchased separate for your present hotbeds. You will be amazed with results. Catalog No. 155 gives detail information.

YOHO & HOOKER GREENHOUSE CO.
YOUNGSTOWN, O.

"FORWARD WITH FAFARD"



Buy ALL Your Soil Conditioners from ONE Dependable Source

PEAT-MOSS — Pure Sphagnum
Canadian • German

Available in 8 Popular Sizes
1-Peck Bags to 20-Bu. Bales

PEAT-HUMUS for Lawns, Gardens, etc. in
Moisture-proof Bags and Bulk

DEALER HELPS—Sales Literature, Signs, etc.
Write, wire, 'phone—we're at your service

CONRAD FAFARD, Inc., P.O. Box 774, Springfield, Mass.
Phone: LONGMEADOW, LOCust 7-3316

DOES YOUR SOIL HAVE LIFE and ENERGY?

Without the balance and dynamic energy of bacteria, biotics, hormones, enzymes, vitamins and trace minerals, your soil may be poorly productive and your plants more subject to disease no matter how many chemicals you use.

All-organic Activ-O supplies these vital forces of Nature at low cost. Just mix it with mulches, fertilizers, seed — or directly into soil. TRY IT! Money-back guarantee. \$5.95 size energizes 6500 lbs. of fertilizers, mulches, soils, etc.

Mfgd. by Benson-Maclean
Bridgeport, Ind.



Order from:
VAUGHAN'S SEED CO.
601 W. Jackson Blvd., Chicago 6, Ill.
AMERICAN FLORIST SUPPLY CO.
1335 W. Randolph St., Chicago 7, Ill.

BURLAP SHEETS AND SQUARES

Cut and sewn to your specifications.
Quotations and samples on request.

STERLING BAG & BURLAP CO.
41 Carolina St. BUFFALO 1, N. Y.
Phone: CL 2339

DISEASES and PESTS of ORNAMENTAL PLANTS

Bernard Dodge and W. L. Rickett

First complete reference book of its kind. Revised edition, 1948.

\$6.00 per copy, postpaid.

Describes pests affecting some 600 species of plants in alphabetical order.

Also general chapters on diseases, insects and control measures.

AMERICAN NURSERYMAN
343 S. Dearborn St., CHICAGO 4, ILL.

FERTO-POTS

MILLIONS USED
PLANT EATS POT

Per ton C. L.

FERTO-GERM, Compost, Manure.....	\$48.00
MULCHNUR, 3-6-3 All Organic.....	60.00
BONE MEAL RAW INT.....	60.00
GARBAGE TANKAGE, 3½ per cent Am.....	18.00
SE-BO-PHOS, 20 per cent T.P. Acid.....	18.00
FEATHER TANKAGE, 17 per cent Am.....	130.00

Write for Price List. Small Quantities.

ALLEN CO. PITTSSTOWN 3, N. J.

ties and occasional personal items will help maintain interest in the letters. The more useful a letter is to the reader the greater will be the returns in the way of sales.

Catalog Advertising

Catalogs are a means of direct-mail advertising. (Some mention of these has already been made.) A well prepared catalog is the most expensive of all mailing pieces used by garden centers. It is doubtful if their use can be justified unless the garden center has a large number of regular customers.

Originally, catalogs were used to develop mail-order business, but with the growth of the garden center many nurserymen have found the catalog having a different effect. The customers would spend winter evenings poring over the catalog, marking the items they wanted, but instead of ordering by mail they would wait until spring to drive to the nursery to get the stock, taking the catalog with them. Enough additional volume of drive-in business was done in this manner by some garden centers to justify their continued use of catalogs. They found it more profitable to seek a more intensive catalog coverage in the area within driving distance, rather than to mail over a wide area.

One eastern garden center operator issues a catalog generously illustrated in color and charges 30 cents for it. The charge makes the catalog more desirable in the eyes of the customer, eliminates those who are not seriously interested and helps to defray the cost of the catalog. This nurseryman says that when it is handled in this manner his catalog is a profitable investment for him.

DALLAS ASSOCIATION

Officers of the Nursery and Landscape Association of Dallas installed in June are as follows: President, J. Grady Brown, Jr., Dallas Nurseries Garden Center; vice-president, Corliss Emery, Emery's Landscape Service; secretary-treasurer, Milburn Doster, Sarver Landscape Nursery; new directors, Oscar Calvert, Lambert Landscape Co.; Frank Scottino, Scottino Nursery; Don West, Verhalen Nursery Co.; holdover directors, Leonard Brady, Brady Nursery; Bob Sturdvant, Sturdvant Landscape Service, and director at large, Ralph Pinkus, North Haven Gardens.

The foremost project of the coming year was announced as furtherance of the association's original program of "Plant Dallas—Plant Tex-as," which has won wide recognition



An Entirely New Greenhouse Concept
That Has Taken the Industry by Storm

the all-aluminum **METROLUME**

Completely Fabricated — No Cutting, Notching, Drilling or Tapping

We've experienced many changes in design . . . but none has caused such excitement as METROLUME. These all-aluminum structures are going up all over the country and hundreds of complimentary letters keep pouring in. Perhaps the most talked-about Metrolume feature is its money-saving characteristics, for with Metrolume you substantially cut expenses on fuel, maintenance materials, paint, labor and erection costs. These savings more than compensate for any slight price differential between this sturdy, extruded aluminum structure and conventional greenhouses. But convince yourself—get the complete details—inquire about Metrolume today.

GROWING WITH AMERICA SINCE 1871

METROPOLITAN GREENHOUSE MFG. CORP.

Greenhouse Builders — Heating Engineers

Executive Offices

1869 Flushing Ave.

BROOKLYN 37, N. Y.

and been adopted by the garden clubs of Texas as well as other groups.

The merchandising and promotion program of the association will also be continued in the coming year. Numerous television and radio shows during the past year encouraged dissemination of the idea of "Planting a Tree." Success of the promotion was attested by a recent report of the state garden clubs that more than 22,000 trees had been planted in the Dallas area in the past year.

START HOUSTON PROJECT

Tropic Landscape Nursery, Inc., Houston, Tex., was recently awarded the contract to landscape Gulfgate Shopping City, Houston shopping center. This is said to be one of the largest landscaping projects in the history of that city.

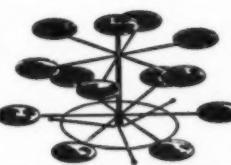
When Gulfgate opens in the early fall, shoppers will see grounds landscaped with attractive trees, shrubbery and flowers. Giant planter boxes of brick and ornamental tile, some as large as 20x24 feet, will be placed about the center of Gulfgate's mall. In elevated containers in the boxes will be planted palm trees 30 feet tall. Washingtonia, windmill, Sago and Butia palms will be used in the

**SEND FOR YOUR NEW
FULLY ILLUSTRATED CATALOG**

**CONTAINS HUNDREDS OF ITEMS
THAT MAKE MONEY FOR YOU!**

IT'S NEW

TABLE
MODEL
TREE STAND
6-POT SIZE
\$3.00 each
12-POT SIZE
\$5.00 each
18-POT SIZE
\$8.25 each



ORDERS DELIVERED FREE TO DESTINATION AS FOLLOWS:
CALIFORNIA—All orders \$25.00 and over.
ARIZONA - NEVADA - OREGON—Orders \$35.00 and over.
ALL OTHER STATES WEST OF MISS.—Orders \$50 and over.
ALL STATES EAST OF MISS.—Orders \$75.00 and over.

Wire and Redwood baskets; Redwood tubs;
Wire and fernwood totem poles;

Plant supports;
Wrought-iron brackets and fern stands;
Plastic and lead flower pin frogs;
Can cutters;
Green moss in bales and bags;
Black Magic; Plant ties and twine;
Plastic pots and trellis;
Copper, brass and plastic planters;
Wire plant markers and plastic plates;
Other nursery supplies.

CATALOG IS FREE—SEND TODAY

WIRE BASKET CO.

814 W. 58th St.
LOS ANGELES, CALIF.
Phone PLeasant 8-7496

over-all landscape design. Crape myrtle, seasonal flowers, unusual shrubbery, oaks, redbud and mimosa trees will be planted on the shopping center grounds.

Ralph Homer Cobb, landscape architect for Tropic Landscape Nursery and in charge of the Gulfgate planting job, has announced that the work of assembling trees and shrubbery for the project is now going on throughout the gulf coast region.

New WhiteShowers Misting Nozzle

The finest, simplest and most efficient nozzle for propagation and humidity control. Requires no tee, sweat fittings, solder, etc., or work of plumber or expert to install. Made of stainless steel.

Price only \$3.00

Sample with hose-testing cap \$3.75 postpaid

WHITESHOWERS, Inc.

17514 Woodward Ave.
DETROIT 3, MICH.

Cool Your Greenhouses

... for greater summer profits



reducing temperatures 20 to 30 degrees helps maintain schedules with higher-quality, more vigorous growth.

Use Bar-Brook FH Fans ... big, slow-speed,

quiet-running fans. Fans that are rated to draw the proper amounts of air through recommended type moisture systems.

Six sizes ... 30, 33, 36, 42, 48, 54 ins. ... with features that make BAR-BROOK FH FANS stand out.

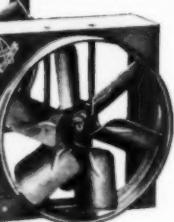
**★ IMMEDIATE DELIVERY
ON STANDARD MODELS**

BAR-BROOK MFG. CO., INC. 6133 Linwood Ave., SHREVEPORT, LA.

WRITE FOR
FOLDER and
PRICES

**BAR-BROOK
BREEZEBUILDER
Greenhouse FANS**

**FAN MAKERS
SINCE 1932**



STAN SAYS

Flowering Crabs

Malus purpurea lemoinei, though obtained from a reliable source, has not bloomed since I planted it about eight years ago. I returned on May 16 from Painesville, O., where I obtained additional data on lemoinei. William D. Cole, of the Cole Nursery Co., tells me that lemoinei is the nearest thing there is to a red crab. The plants at Cole's and at Horace Wilson's bloom, not profusely by any means, when about five feet high.

There is no doubt that Malus almey blooms early in the nursery row. May 15 about six specimens approximately 6 years old were in full bloom at the Cole Nursery Co. Mr. Cole remarked that this year the white eye was not so distinct as in other years. I call this a pleasant, deep magenta pink (some price lists show it as a "new double red").

The late A. E. Wohlert, of Narberth, Pa., an authority on flowering crabs, years ago said Malus atrosanguinea is hard to beat, and as I browsed through blossoming crabs on May 15 I quite agreed with him; its bright reddish single flowers are most attractive.

I think that Malus Red Silver has a future. It has a tendency to be muddy, but I would not throw it out just because of that. Its habit of growth is good, and it is a profuse bloomer. We placed a bloom of Malus lemoinei next to a bloom of Red Silver, and they seemed identical; therefore it is a dark reddish bloom. Its leaves and branches are reddish. Wohlert's catalog of 1941 lists Red Silver as a new variety with silver-coated foliage. He stated it was originated in South Dakota.

Populus Simonsi

I am fond of the bushy Lombardy poplar, Populus simonsi. I find that anyone ordering trees larger than 8 to 10 feet will get into trouble if he wishes to plant them properly. They have such long roots that it takes time to plant them.

In planting almost any plant, one does better to have it a little too high than too low. Almost everyone forgets to allow for settlement, especially if he has loosened the soil before placing the plant in the hole. I always carry a piece of twine with me and stretch it across the hole, to see if the plant I am setting is too low or too high.

Pete Moss

**SAYS TO ALWAYS CONTACT
DUNWOODY WHEN YOU
NEED PEAT MOSS. WE
HAVE BEEN SERVING
THE TRADE WITH
QUALITY PROD-
UCTS FOR OVER
100 YEARS**

E.Z.L. DUNWOODY CO.
ESTABLISHED 1849

1909 MARKET STREET
PHILADELPHIA 3, PA.



Highest Quality at Wholesale Prices. Full guarantee. Unsurpassed by any other brand. Request our illustrated list.

EXCELSIOR

377 Coolidge Ave. FORT LEE, N.J.

RAFFIA
Headquarters for
**A. A. WESTCOAST and
X. X. SUPERIOR RAFFIA**
Can make immediate shipment.
ALSO GOODRICH BUDDING STRIPS

THOMAS MEEHAN & SONS
482 W. Germantown Pike
PLYMOUTH MEETING, PA.

JULY 15, 1956

63

SAVES OKLAHOMA HOLLIES

In February, 1956, Otis Warren, of the Warren & Son Nursery, just east of Oklahoma City, Okla., prepared a 2-year-old, field-grown, Dagman Spaeth white floribunda rose in a glass container to show the root system and illustrate a talk he was to give to one of the garden clubs of the city. Before long the plant produced something that "happens only about once in a million moons," as one grower put it, a sport with definite markings of red on the petal in a stripe design. Having been a nurseryman for 35 years, Mr. Warren promptly looked up the history of this rose and found that there had been some red in its parentage. Colors are clear and markings are plain, with white predominating. He is watching with keen interest the future of this sport.

While this is something that just happened at the Warren & Son Nursery, the several thousand hollies in various stages of growth, the white redbuds, hundreds of dogwoods in pink and white and other ornamental stock did not just happen. Mr. Warren and his son, Preston, made it happen by plenty of hard work and know-how.

A few years ago they became concerned about the terrific destruction of native American holly trees, especially in the big growing area in southeastern Oklahoma, where they found the trees were being chopped down for firewood and otherwise destroyed. They decided to try to do something to preserve American holly and took cuttings from some of the finest specimens and grafted them onto certain Chinese hollies to produce more of these fine ornamentals. Today they ship many of these to all parts of the country and have a good backlog of hollies still in the nursery. Some states have laws to protect holly trees, but Oklahoma does not yet have one; so posterity will owe a debt of gratitude to men like the Warrens who are trying to preserve some of the fine ornamentals of the 140 kinds of trees listed by the department of forestry at Oklahoma A. and M. College, Stillwater, as being native to Oklahoma.

Dogwood seedlings are potted and grafted on pink dogwood, with some peat moss added to offset the alkaline condition that is found in much Oklahoma soil.

Last fall the Horticulture Club at Oklahoma A. and M. College presented Otis Warren with a scroll in recognition of his outstanding services to the state of Oklahoma in the field of horticultural science and

HOW BIG will your losses be on plantings that did not come through?

You can have more salable stock — do less work — save money —



New improved PLANTEX.

A special liquid dispersion of modified plastic (Vinyl) which has been

IMPROVED • REFORMULATED • STABILIZED

**NURSERY STOCK
HERBACEOUS
SEEDLINGS
ORNAMENTALS
TRANSPLANTS**

For treating nursery stock and herbaceous transplants to reduce moisture loss and wilting. Protection of ornamentals in exposed positions against winterburn. Drought protection.

New PLANTEX has a new stabilizer added which improves pH relationship. This means: better shelf life (mechanical stability), improved wetting properties, lower MVT (moisture vapor transmission).

Send for additional information, prices and distributor locations.

Another New Big Assist



Larvacover

The most economical "cost-per-bed" plastic cover you can buy!

FLORIST GREEN PIGMENT eliminates sunlight deterioration.

RUGGED HEAVY-DUTY GAUGE protects against practically all snagging.

Standard sizes: Full 80 inches wide by 10 or 150 feet seamless, or 10 feet by 100 feet with seam. Any other size on special order. Full 1/2-inch flat electronic seams with short ends hemmed for easy handling. Made from agricultural grade ULTRON, Monsanto's specially formulated vinyl film. Gasproof and about 99% lightproof. For steam sterilization, soil fumigation, shading and waterproofing. In rolls on sturdy cores in shipping cartons.

Write TODAY for Technical Bulletin 1024G, prices and location of your distributor.

Larvicide Products, Inc.



117 Liberty St., New York 6, N. Y.

1515 Third St., San Francisco 7, Calif.



SHRUBS AND TREES FOR THE SMALL PLACE, by P. J. Van Melle. \$3.00.

Hardy deciduous materials for the home grounds. American Nurseryman, Chicago 4, Ill.

DRESS UP YOUR PLANTERS WITH UNION PLASTIC TRELLISES!



Union Pagoda Trellises are designed for beauty . . . planned to set off any assortment of plants. Choice of gaily decorated butterfly, hummingbird, love birds or flamingo. Also available without ornament.

Six eye-catching plastic colors.

Write today for catalog and prices.

**UNION PRODUCTS, INC.
Leominster, Mass.**

MAKE BIG MONEY AS A LANDSCAPE CONTRACTOR

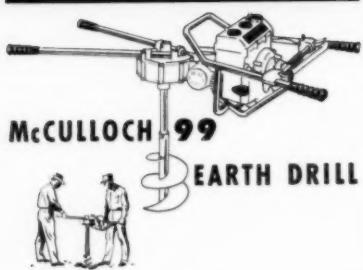
Make \$20 to \$60 a day. Millions of new and old homes, estates, etc. need modern landscaping. Easy-to-follow Home Study Course trains you to handle all types of Landscape Contracting. Earn while learning. Hundreds of successful graduates.

NATIONAL LANDSCAPE INST.
310 S. Robertson Blvd.
Los Angeles 48, Calif.
Dept. N-76-A

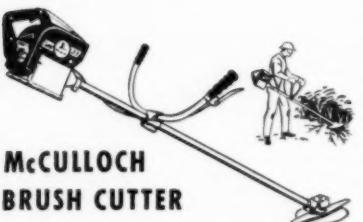
Write for FREE Book.



NEW
gasoline-powered tools
for
NURSERYMEN

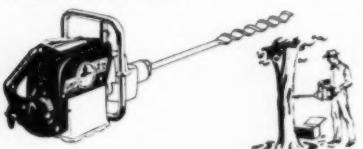


Saves time and labor drilling holes of various sizes for planting trees, shrubs, bushes. Perfect for rough terrain where other diggers can't operate, but will outperform others on smooth ground, too. Will drill at any angle. Easy to maneuver in close quarters. Available with choice of augers.



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made him an honorary member of the club, a distinction that came to him through his many projects to help others and to pioneer in the propagation of plants. B. H. P.

IOWANS VISIT ARBORETUM

[Continued from page 16]

A Chinese chestnut, somewhat damaged by the 17-year locusts, which had invaded the arboretum, was inspected, and 25-year-old ginkgo trees were passed. Several more collections, including the Japanese, euonymus, hackberry, elm, linden and aesculus collections, were viewed. Mr. Nordine said many sweet gum trees have been planted about the arboretum and there are some sour gum, but these are difficult to maintain. Seedlings of sweet gum cannot be planted, he said, but rather bare-root plants about 1 inch in diameter are brought into the grounds.

A planting of *Cornus florida* was pointed out, and Mr. Nordine explained that seeds are now being collected to grow plants. The pink-flowering variety has not proved satisfactory, he added. The azalea and rhododendron plantings have done well, said Mr. Nordine, with the efforts made to keep the soil acid.

After driving by the prunus, European and pear collections, the group visited the Thornhill building, which houses educational classes the year around. Over 1,500 persons a year study plants in these classes, said Mr. Nordine. He pointed out a small planting of *Mahonia aquifolium* which had survived well over the winter. In the arbovitae collection, 100 different forms were seen, and the cornus, hornbeam and crab apple collections were viewed with interest.

After a brief stop for lunch, the nurserymen resumed the tour with a visit to the Thornhill building. Pointing out an infected tree, Mr. Nordine said spruce gall is becoming increasingly apparent in the arboretum. The damage is caused by aphids, which hatch out on Douglas fir and then transfer to the spruce. The only way to control it is to spray the aphids on the Douglas fir in the spring.

Hedge Garden

Next the formal hedge garden was visited. Approximately 195 examples of formal and informal hedges are displayed, said Mr. Nordine, but one can count the good hedges on one hand. Euonymus alatus is an outstanding hedge, he said; in fact, the privet hedge surrounding the garden will eventually be replaced by this. Another hedge worth the public's

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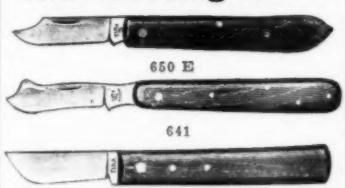


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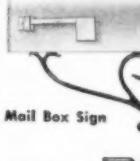
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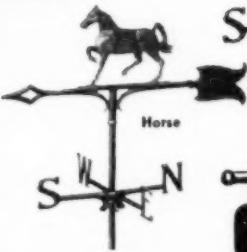
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consideration is Physocarpus intermedius parvifolius, stated Mr. Nordine.

As the tour progressed on foot, the group came upon the old-fashioned rose garden, containing over 300 species and varieties of the old hardy shrub roses. The Truchedge columnberry hedges surrounding the roses, said Mr. Nordine, will be replaced with Korean boxwood, Buxus microphylla koreana.

The collection of spruce trees was inspected on the tour of the hedge garden, which stretches 1,500 feet in length. Also viewed was the juniper collection. Mr. Nordine pointed out Juniperus horizontalis filicinus minimus as a plant which he likes. Coming upon Clavey's dwarf honeysuckle, he said this makes a good hedge plant.

Inspected last on the tour was the ground cover collection, containing 72 different plants. An attractive planting of Silveredge bishops goutweed was viewed, and Aegopodium podagraria variegatum was pointed out as a good ground cover in the shade. The flowers were unattractive, but Mr. Nordine said these could be clipped, leaving the handsome foliage. A planting of Allegany pachysandra, Pachysandra procumbens, was in excellent condition.

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BOOK REVIEWS

ADVICE ON LAWNS

Two well known writers in the horticultural field, F. F. Rockwell and Esther C. Grayson (Mrs. Rockwell) have collaborated on a new book, "The Complete Book of Lawns," published by the American Garden Guild and Doubleday & Co., Inc. The stated objectives of this volume are to include data for the entire country and to give emphasis to the preliminary steps of preparing the soil foundation for the lawn.

A foreword indicates that while much of the material in the book is based on the writers' own experience in making lawns, they obtained the assistance of lawn experts the country over, including specialists at universities and experiment stations and commercial seedsmen, in preparing this work. The volume was released this month at \$3.95.

There is obvious know-how in the preparation of the book, with the 179 pages of text divided into two sections, the first for fundamentals and the second, slightly larger than the first, for the data on actual lawn building and maintenance. Topics in the first section include the importance of the lawn, fitting the lawn to special purposes, foundation factors, grass species and varieties, grasses for special purposes and locations and substitutes for grass turf.

The how-to-do-it second section devotes three chapters to making the lawn, one to the first season's care and then one each to maintenance, watering, renovation, weed control, pests and diseases and tools.

Among 64 halftone reproductions of photographs a series of 10 in full color illustrate the steps in a specific lawn renovation job. In addition there are 11 line drawings. A comprehensive index and a quick-action index are both useful additions.

PATIO ROOFS

The most recent of the "how-to" books published by the Lane Publishing Co. is a profusely illustrated work of 92 pages entitled "How to Build Patio Roofs," priced at \$1.50.

Drawings detailing practical, step-by-step construction methods and photographic illustrations showing various types of overhead covering, together with data on comparative costs of roofing materials, make this Sunset book a fine guide for the do-

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After an introduction discussing suitable types of roofs for different kinds of patios and for different purposes—shelter from rain or chilly evenings, shade from a too hot sun, etc.,—is a section on how to build a supporting framework. The main types of coverings used, their installation or construction and their adaptability to various situations, are then discussed. Roofs and shelters of reed and bamboo blinds; fabric meshes and metal screens; lath, batten and 1-inch lumber; wooden and metal louvers; egg-crate coverings; closed roofing such as canvas and other fabrics; solid roof coverings; glass roofs, and fiber glass panels are described. Added is a list of vines suitable for growing as cover for patios.

PENNSYLVANIA TREE MEN

The Indiana County Christmas Tree Growers' Association adopted a set of bylaws and elected officers and a board of directors at an organization meeting held June 11 at Rustic Lodge, Indiana, Pa. President of the new group is Douglas Malcolm, Indiana. M. S. Little, Indiana, was elected vice-president; Clair Wassam, Indiana, secretary, and John LaMantia, also of Indiana, treasurer.

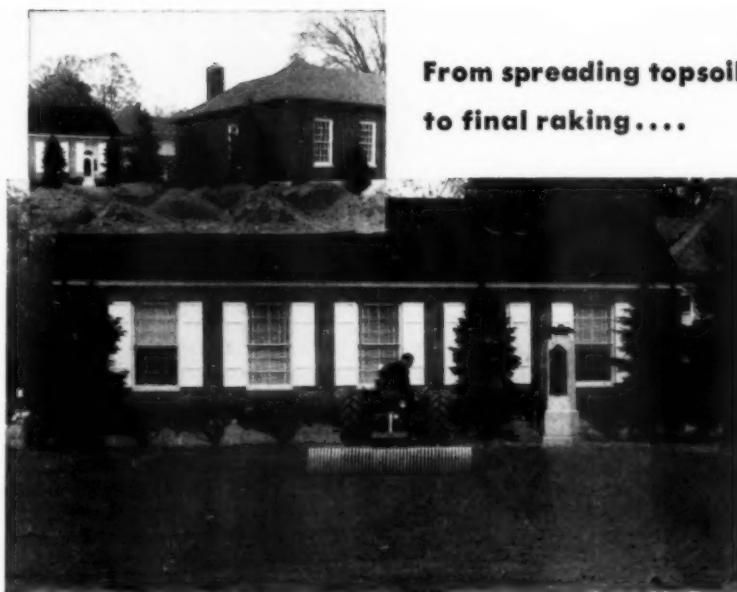
The officers and the following make up the board of directors: Beryl Johnson, Creekside; Al DeGaetano, Indiana; Edgar A. Goodfellow, Jr., Indiana; Sam Dible, Shelocta; Roy Orr, Creekside; William S. Stephens, Dilltown, and A. J. Stahura, Indiana.

About 65 persons attended the organization meeting. The new association now has 53 charter members and has plans for activities that will be of mutual benefit to the growers and the county.

INCORPORATED by Norman Block, A. L. Meyland and Robert B. Lloyd, Jr., C. & C. Nurseries, Inc., is a new firm at Greensboro, N. C.

McHUTCHISON & CO., horticultural importers and distributors, have moved from their former address in New York city to 695 Grand Avenue, Ridgefield, N. J.

D. J. REARDON, R. D. No. 1, Box 202, Mogadore, O., is establishing the Mogadore Nursery Farm, planting ornamental shrubs and Christmas trees on seven acres. He expects to enter the wholesale and retail selling fields in about two years' time.



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ABSTRACTS OF RECENT RESEARCH

INSECTICIDE TRANSFER

E. H. Wollerman, C. R. Reese and A. S. Kiefer, United States Department of Agriculture forest service entomologists, were sufficiently encouraged by their work with systemic insecticides on black locust trees to conduct further tests. Progress thus far was reported in the Journal of Economic Entomology, volume 48, No. 6.

Five materials, BHC, alpha-beta cake, lindane, demeton and schradan, were applied to the soil about young locust trees. Diluted with sand or water, the materials were used at three rates. Results were evaluated by caging a membracid insect, Enchenopa binotata, on the trees and by exposing a small crustacean, Daphnia pulex, to extracts made from the leaves of the trees.

Demeton was the most toxic material in the daphnid tests, but was much less toxic to the membracidae. The main benefit of this preliminary work, according to the researchers, is the fact that translocation of systemic insecticides by the trees was demonstrated.

HYBRID TEA ROSES

Although climbing sports of hybrid tea roses cover a wide range of flower forms and colors, more breeding work is necessary to introduce greater hardiness and greater recurrence of bloom. In this breeding work, inheritance of the climbing habit is important and is discussed by Dennison Morey, Jackson & Perkins Co., Pleasanton, Calif., in the 1954 Yearbook of the American Rose Society.

Since most of the breeding is being done in California, the discussion partly centers on progeny appearance under California conditions.

In the past, breeders have noted a wide difference in ability to pass on the climbing habit. In some cases as many as 75 to 100 per cent of the F₁ generation may be climbers; in other cases no climbers appear. Also, some climbers revert to bush types by further mutation. For instance, buds taken from Climbing Sun Gold produce mostly bush roses. Climbing Etoile de Hollande reverts about 50 per cent. However, there is no reversion in budded stock of Climbing Crimson Glory and Climbing

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ng Mrs. Sam McGredy. Generally speaking, more varieties tend to revert than prove stable.

Many of these climbing sports are periclinal chimeras, picked up as segmentals and stabilized through bud selection over a long period. Breeding behavior would depend upon whether the sporogenous tissues were mutant or not. If not, the mutant would breed like its dwarf analog.

Climbing Habit

All evidence points to the fact that the climbing habit in mutant hybrid tea roses is due to a single gene at a single locus, and this gene seems to be dominant. To determine this, several open-pollinated seedling progeny of King Midas, Climbing Crimson Glory and Climbing Mrs. Sam McGredy were scored for climbing habit. King Midas is listed as a seedling of Rochester x Mary Hart, neither of which has any climbing ancestry nor other climbing progeny. It is almost certain, therefore, that King Midas is a mutant of a basic and complete sort, the mutation having occurred at the gametic or early zygotic stage. It was therefore chosen for comparison with the other two climbers which have occurred as vegetative sports.

From these progeny studies it was determined that all three passed on the climbing habit as a dominant.

King Midas was then crossed with bush-type hybrid teas. Except in crosses with Peace, almost all of the F_1 generation were climbers. One difficulty was the practical recognition of climbers for future breeding, since heights varied greatly. It was finally determined that, if a seedling attained a height of 40 inches in coastal California valley conditions, it could safely be considered to carry the mutant dominant climbing gene.

C.

CANADIAN FIRM BUILDS

Brookdale-Kingsway, Ltd., Bowmanville, Ont., Canada, has started construction of an additional storage cellar, 60x140 feet, to adjoin the 60x150-foot structure built a year ago. As is the previously built storage building, the new one will be a Quonset-type structure of two floors, with reservation made for a third floor to be constructed at a future date. The third floor of the building constructed in 1955 is in process of being completed and will be used for an assembly line method of packing adopted in an effort to cut down labor costs and time.

The new storage building is expected to be ready for use by Sep-



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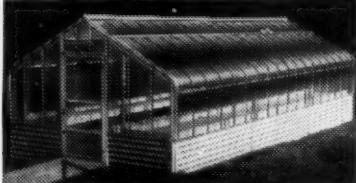
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tember 1. According to Norman J. Scott, general manager, the need for increased storage is brought about by increased production of rose varieties and also of dwarf fruit trees on East Malling Nos. 9, 2 and 7.

NORTH CAROLINA TOUR

[Concluded from page 8]

ment. A breeding program to develop hardier strains of Magnolia grandiflora was described.

Continuing the tour, the group made the plant industry station at Beltsville, Md., the next point of visit. Dr. Neil W. Stuart, Dr. Robert N. Stewart and Dr. Harry A. Borthwick greeted the party. Dr. Stewart told of work being done at the station to find compatible dusts for roses. A summary of his study of the effects of light intensity and day length on shade trees and other woody ornamentals was given by Dr. Borthwick.

After lunch at Beltsville, the travelers went on to the U. S. plant introduction garden, at Glenn Dale, Md. There Dr. John Creech and his associates showed the group the work being carried on, which includes hardiness studies on woody ornamentals and tests of mist propagation techniques. New plant introductions that may be on the market in the next few years were also of interest. Plants obtained on a recent exploration trip he had made were shown by Dr. Creech.

Sight-seeing, shopping and resting were all enjoyed Wednesday. Thursday, July 14, the travelers started back to Raleigh, making a stop en route for a delightful lunch at Gresham's Nursery, Richmond, Va.

PI ALPHA XI NEWS

Pi Alpha Xi fraternity at Rutgers University, New Brunswick, N. J., held an initiation May 23 at the Log Cabin on Horticulture Farm No. 1. Officiating at the initiation were Dr. William E. Snyder, Prof. Robert B. Clark, Roy DeBoer, Robert LaCosta and Alfred Mitlehner.

Three of the initiates were graduate students working toward masters degrees in ornamental horticulture, namely, Everett Conklin, Jr.; Johanna G. Toth, and Matthew Prusik. Others initiated were Melvin Moss, Clyde Pearce, Merle Van Horne, Bruce VanDyne, John McLoughlin and Anthony DiEdwardo.

Officers elected for the ensuing year are: John McLoughlin, president; Clyde Pearce, secretary, and Robert C. Clark, treasurer.

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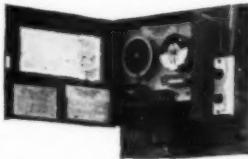
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\$2.95 each

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All prices F.O.B. New York City.

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Gauge	Per roll
No. 16	\$5.00
No. 18	5.25
No. 20	6.00
No. 23	6.45

20 lbs. per roll.

Packed two rolls per carton.



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5-gal. drum, **\$30.75**

52-gal. drum, **\$286.00**

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39, 49, 59, 69, 79 and 98 cents and \$1.19, \$1.29, \$1.39, \$1.49 and \$1.98.

LOUISIANA SHORT COURSE

[Concluded from page 10]

of numbers. He concluded his talk by citing the advantages of giving away small plants to all customers on sale days.

"Fertilizing Practices" was the topic discussed next by Dr. C. C. Cain, Southwestern Louisiana Institute. Dr. Cain reviewed some of the latest published data on the absorption of radioactive nutrients by plants. The absorption of nutrients by plants occurs in an extremely short time, the speaker said. He mentioned that tobacco plants could absorb and move phosphorus and nitrogen to all parts of the plant in six hours.

The best time for nutrient absorption is either early in the morning or late in the afternoon, Dr. Cain stated. Experimental evidence shows that three to four times more of the nutrients are absorbed during the cooler parts of the day. Urea seems to be the most readily absorbed form of nitrogen, he said, and it moves in equally well through the roots and leaves.

Recent evidence shows that broadcast applications of phosphorus are

more efficient than any other of several methods of application below the soil surface. Ordinarily, only 2 to 3 per cent of common water-soluble phosphorus is absorbed through the leaves of plants, Dr. Cain stated. Where sufficient soil moisture is present and reasonable amounts of fertilizer are applied (600 to 800 pounds to an acre), burn by fertilizer is not likely to occur, he concluded.

"Merchandise Packaging and Displaying" was the subject of the next talk, by R. K. Bennett. The speaker traced progress in the packaging of plants from clay pots to plastic pots and polyethylene bags. The use of polyethylene enables the grower to ship plants bare root, effecting a saving, and permits the use of an attractive, serviceable wrap printed with planting directions, he said.

Mr. Bennett said that these things help boost plant sales at Woolworth's: Self-service, well-groomed plants, mass displays of a single item and prominent price tags on every item.

In conclusion, Mr. Bennett gave the group a list of the most popular selling prices. These were 9, 19, 29,

79, 49, 59, 69, 79 and 98 cents and \$1.19, \$1.29, \$1.39, \$1.49 and \$1.98.

SCHILLING'S GREENHOUSE, New Hampton, Ia., was destroyed by fire recently, with an estimated loss of \$25,000.

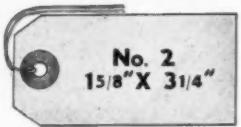
CLINT C. ROGERS recently opened the Rogers Garden Center, carrying a complete line of nursery stock and garden supplies, at Brightwood, O.

PLANNING a promotion program, the Kansas City Association of Nurserymen will adopt a symbol to identify members' establishments to the public.

JUNE 21 was the date of the 25th wedding anniversary of Mr. and Mrs. Everett Conklin. Mr. Conklin is sales manager for Bobbink Nurseries, Inc., East Rutherford, N. J.

DONALD PERRY, operator of Sunnyside Nursery, San Anselmo, Calif., recently discussed freedom from pests as a requisite in obtaining nursery licenses at the annual convention at Monterey of the California state agricultural commissioners.

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BLANK IDENTIFICATION TAGS

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1,000	\$3.40	\$4.20	
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3,000	2.85	3.65	
5,000	2.60	3.40	
10,000	2.25	3.05	

Colors: Yellow, Red, Blue, Green, Orange and White. Colors may be combined for quantity price. Minimum 1000 each color.

Wired Tags, add \$2.20 per 1000
Metal Eyeleted Tags, add 50¢ per 1000

Prices 10% higher west of Denver
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NEW BULLETINS

PROPAGATION BY LAYERING

Circular 141, by T. J. Sheehan and Jasper N. Joiner, agricultural extension service, University of Florida, Gainesville, Fla., deals with the subject of "Propagation of Ornamental Plants by Layering." The 8-page circular describes the various methods of layering—air, tip, trench, mound (stool) and serpentine—and names plants commonly propagated by each method. The circular is addressed primarily to the amateur. Sketches illustrate the several methods of layering.

FLORIDA VINES

"Ornamental Vines for Florida" is the title of Bulletin 571, of the University of Florida agricultural experiment station, Gainesville, Fla. Written by R. D. Dickey, Erdman West and Harold Mowry, the illustrated, 72-page bulletin replaces an earlier one on the same subject written by Harold Mowry alone.

Introductory matter cites landscape uses for woody, ornamental vines and gives data on climatic conditions and the planting and care of vines. According to the authors, comparatively few vines are adapted to planting throughout Florida because of differences in winter temperature minimums between the northern and southern sections of the state. Also noted is the fact that Florida's mineral soils are lacking in organic matter. Instructions for soil preparation and planting, cultivation and fertilization, trellising, pruning and training are clear and detailed.

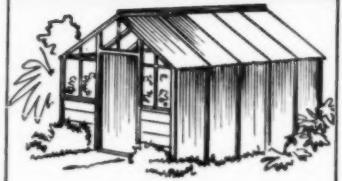
A descriptive list of most of the vines suitable for use in Florida, arranged alphabetically according to botanical name, makes up the larger part of the bulletin. Location to which a vine is best adapted is given according to a map, included in the bulletin, which divides the state into three climatic regions.

HEDGES FOR FLORIDA

A descriptive list of species and varieties of plants for hedges adapted to growing in Florida is the subject of Bulletin 162 of the agricultural extension service, University of Florida, Gainesville. Written by Harold Mowry and R. D. Dickey, the bulletin is based largely upon experimental work with hedge plants in-

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stituted about 35 years ago on the horticultural grounds at Gainesville.

Many of the wide assortment of plants listed are used as hedge plants in areas other than Florida, but a considerable number are tropical and subtropical plants that will not grow in other climates. The authors have given a climatic range for the various species, dividing the state into three regions on the basis of normal prevailing winter temperatures.

Plant selection, planting and care and pruning and shearing to achieve the desired shape and size of hedge are discussed in the bulletin. Illustrations show examples of the use of hedge plants in Florida landscapes.

WHITE-FRINGED BEETLE

Leaflet No. 401 of the United States Department of Agriculture discusses the white-fringed beetle and how to identify it, control it with insecticides and prevent its spread. The larvae of the beetle attack the roots of a wide variety of field and garden crops and ornamental plants in Florida, Alabama, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and New Jersey. Aldrin, chlordane, DDT, dieldrin and heptachlor, broadcast on the soil when preparing it for planting and worked into the upper three inches of soil, will effectively control the beetle. One application of an insecticide will remain effective for several years. Surface application in a heavier concentration is effective on noncultivated land. Federal or state quarantines are in effect in infested regions. The beetles spread principally in commerce.

EAST MALLING REPORT

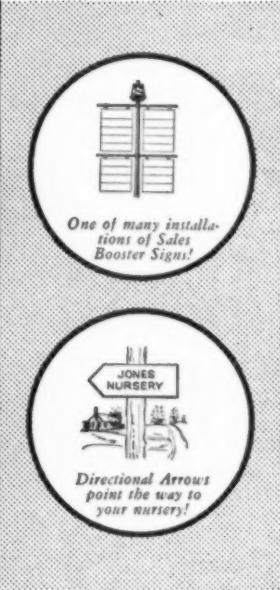
The annual report for the year ending September, 1955, of the East Malling research station, near Maidstone, Kent, England, published June, 1956, consists of four parts as in former years. Part 1 contains a summary of the work on the farm and the crops produced. The second part reviews the year's research program and results of the various investigations in progress and includes lists of publications during the year.

Parts 3 and 4, occupying more than half of the 162-page journal, contain research reports, papers and bulletins for growers on a wide range of subjects. Included is the full text of a lecture on the nutrition of fruit crops, by Prof. T. Wallace.

Among the subjects discussed are the effect of grass length and species

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